

# The NATIONAL UNDERWRITER

*Life Insurance Edition*

## The blindfolded man with the \$15 shoes

This man is wearing a \$6 shirt, an \$80 suit, and a pair of \$15 shoes.

All are about twice as expensive as they were a dozen years ago. Yet this man is blind to a fact equally obvious: that his life insurance, also, should have been doubled, to provide for his family in terms of *today's living costs*.

### Fathers, too, are worth more now!

Have you taken a careful look at your life insurance lately? Is there enough to "take over" for you at 1952 prices? If not, better bring it up to date as quickly as possible. Get the help of an expert trained in family and business security — a New England Mutual agent who has made a career of planned protection. He will set up a program to suit your individual needs, utilizing policies whose rates have *not* increased, and which offer liberal dividends as well.

Life insurance is the average man's *most valuable financial asset*. Why not know as much about it as you can? "YOUR LIFE INSURANCE GUIDE" is a helpful book that gives you a wealth of *practical* information about the various types of policies and their advantages. Write today to Box 333 Boston 17, Mass., for your free copy.



IS YOUR BUSINESS INSURANCE in line with today's costs and taxes? If not, take advantage of New England Mutual's vast experience in using life insurance to strengthen the financial security of businesses — whether partnerships, close corporations or sole proprietorships. *At the end of 1951 New England Mutual had in force more than 12% of all insured individual-policy Pension Plans in the U. S.*

*The* NEW ENGLAND  
MUTUAL



Life Insurance  
Company of Boston

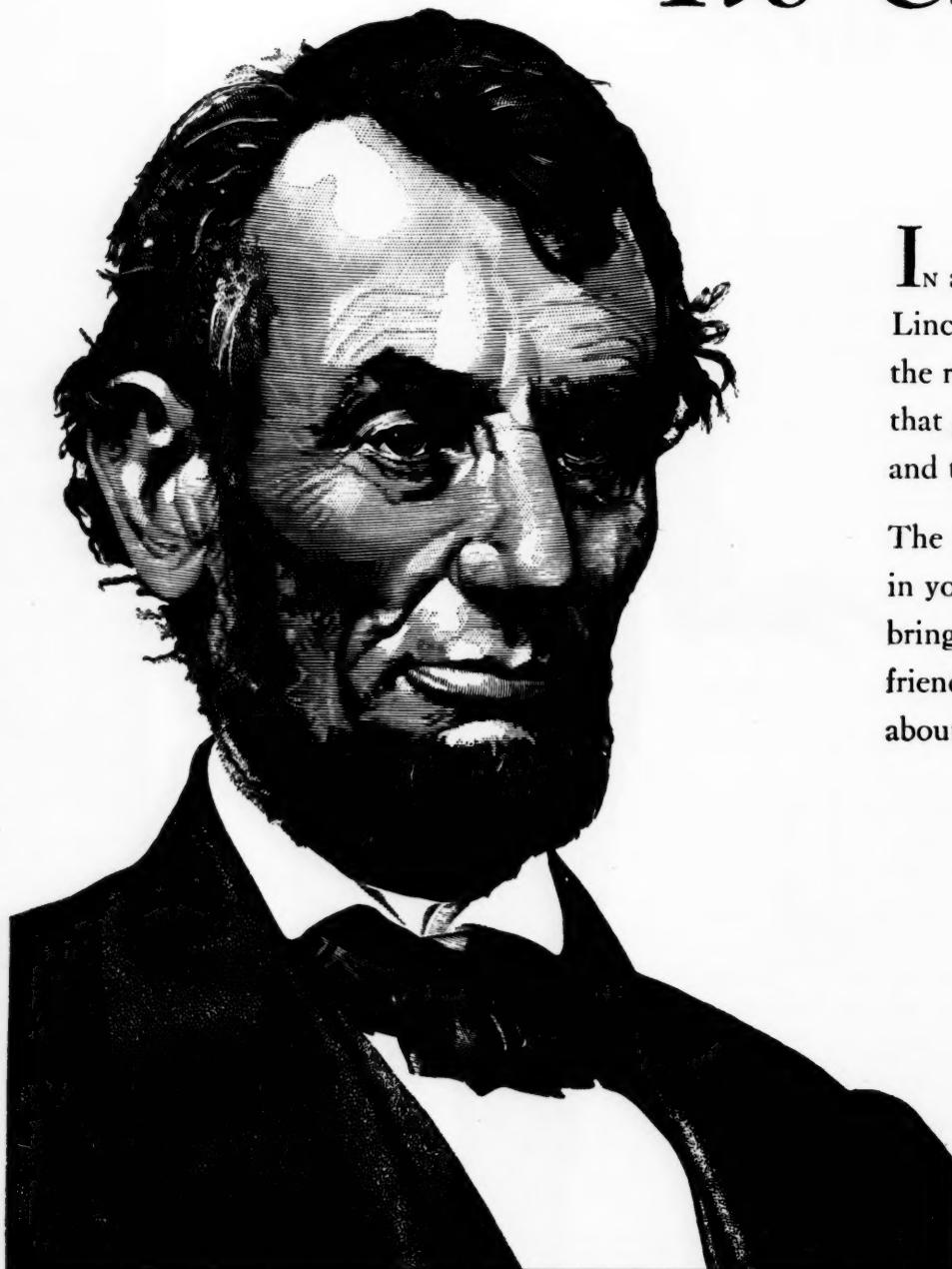
THE COMPANY THAT FOUNDED MUTUAL LIFE INSURANCE IN AMERICA—1835

\$15.00



FRIDAY, FEBRUARY 13, 1953

# Its Name Indicates Its Character



© 1953 The Lincoln National Life Insurance Co.

**I**N adopting the name of Abraham Lincoln, this company assumed the responsibility of measuring up to that great name—in character, integrity and thoughtful human service.

The Lincoln National representative in your community has been trained to bring you experienced advice and friendly service. Consult him freely about your insurance problems.

**THE LINCOLN NATIONAL LIFE INSURANCE COMPANY**

FORT WAYNE 1, INDIANA

## Industry Pushing for Prompt Action on Model Group Bill

Uniform Law, Even in  
\$20,000-Limit States, Seen  
as Best Strategy

NEW YORK—Spurred on by the dangers inherent in letting the group life limits situation get out of hand, National Assn. of Life Underwriters, Life Insurance Assn. of America and American Life Convention have united in an aggressive, integrated effort to obtain the widest possible acceptance at current legislative sessions for the model bill that all three organizations have agreed on.

The over-all strategy is for N.A.L.U. to seek the adoption of the new limit in the states now having no limits. In this it will have the support of the A.L.C. and L.I.A. In states already having a \$20,000 per life limit, A.L.C. and L.I.A. will take the lead in getting the model bill adopted.

• • •  
Whether the A.L.C. and L.I.A. will have the support of the agents for the model bill in states already having the \$20,000 limit depends on the decision of the agents' organizations in those states.

Robert C. Gilmore, Mutual Benefit Life, Bridgeport, Conn., chairman of the N.A.L.U. group committee, when queried by THE NATIONAL UNDERWRITER, said his committee favors a uniform group limitation law country-wide, even in states already having a \$20,000 limit. He said that this will make for a more rapid spread of the model group law and anyway if all or most of the present no-limit states adopt the model bill it is obvious that nothing can stop its eventual adoption in the states now having the straight \$20,000 limit. At the same time, because the state associations chart their own courses in dealing with local legislation, the N.A.L.U. group committee is limited to making suggestions as to the desirability of adopting the model bill in all jurisdictions, including the present \$20,000 limit states.

• • •  
The model bill, announced at the meeting of the life committee of the National Assn. of Insurance Commissioners last December, provides a top limit of \$20,000 of group term life except that the coverage may be as much as 1½ times an individual's annual compensation, but not to exceed \$40,000 of coverage in any case.

The belief is quite widespread that the more united the life insurance business is behind the model bill, even for states now having more restrictive laws, the easier it will be to get the model bill enacted in states having no limit. There are indications that some no-limit states' legislators might otherwise shy away from the model bill, not in its proposed form, but because it might run into trouble from objectors who would succeed in getting it cut

(CONTINUED ON PAGE 24)

### NELSON TO PASSE CLUB

#### Cyril Sheehan Is New Commissioner of Minnesota

ST. PAUL—Cyril Sheehan, secretary of the Minnesota State Compensation Insurance Board, Tuesday was appointed insurance commissioner by Gov. Anderson, replacing A. Herbert Nelson whose term expired Feb. 1. Mr. Sheehan has been identified with insurance since 1929.

This is a six-year term in Minnesota. Mr. Nelson was the third to serve in the six-year span just ended, the first being Newell Johnson and the second Armand Harris.

It was touch and go whether Mr. Nelson would be reappointed for a new term. He is a Republican, but he had been in collision with Gov. Anderson politically in the past and his seat has been known to be uneasy. Mr. Nelson's appointment for the unexpired term was confirmed in January, this being the first time the legislature had been in session since he was named. Before taking the state office he was Minnesota manager of Business Men's Assurance and before that was with Travelers.

#### C. L. Leggett Is Reappointed in Mo.

C. Lawrence Leggett was reappointed as Missouri insurance superintendent Tuesday by Gov. Donnelly and confirmation is expected by the senate. He has held the office about 3½ years and the appointment is for a four-year term. Mr. Leggett went with the Missouri state government in 1933 in the state auditor's office. He went with the insurance department in 1937 and became the chief examiner. There was a period of two years when he was office manager of an insurance company at Kansas City. He is one of the career men in the top insurance supervisory posts.

### Defense Department Military Parley Is Set for Feb. 17

WASHINGTON—On Feb. 17 military service officers will thresh out with representatives of life insurance companies and organizations problems involved in regulation of the sale of life insurance to military personnel at army camps and air force installations.

Attending a conference with Rear Admiral J. R. Womble, acting director of the Defense Department personnel policy division, will be representatives of Life Insurance Assn. of America, American Life Convention, National Assn. of Life Underwriters, Life Insurers Conference, Eugene M. Thore, general counsel, will represent L.I.A.

• • •  
Also, by special arrangement, two representatives of Texas Life companies, accompanied by two legal counsel, will participate in the conference.

Department representatives say certain Texas life companies sell only to the military and that there has been "trouble" about some Texas companies said to be "not very solvent". Also, department officials said Texas companies to be represented in the conference here are not members of national life insurance industry associations.

A committee of National Assn. of Insurance Commissioners recommended to the department some time ago that a life agent selling to servicemen at a military post should be required to be licensed by the state in which the post is located. Some life interests, however, have told the department that would not be the answer to the problem.

• • •  
Some time ago the department issued a directive placing upon the commandant of each military installation responsibility for permitting or prohibiting life agents' operations in the area under his direction.

### LATE NEWS FLASHES

• Atlantic Life has advanced M. M. Blair, who has been assistant vice-president in charge of the underwriting department to vice-president, and Paul C. Moore, actuary, to vice-president and actuary. Thaddeus T. Crump of the agency department was elected personnel director and H. Stanley Marmande manager of the accident and sickness department, which he inaugurated last August.

• Provident Life & Accident has made the following home office promotions: Claim Manager J. R. Bracewell to vice-president, claim department; D. N. Parks, manager of the railroad department, to agency vice-president, railroad department; and Buckner Morris, law department, to assistant counsel. Mr. Bracewell joined Provident in 1926, Mr. Parks in 1923, and Mr. Morris in 1947.

• E. H. Mulock has retired as chairman of Central Life of Iowa. No successor has been elected.

Norman T. Fuhlrodt has been named executive vice-president and actuary, and a director. He joined Central Life in 1936 and has been assistant actuary, actuary and vice-president.

Also promoted were Dr. George Young to associate medical director and Arthur N. Olson to assistant statistician.

• Mutual Trust Life of Chicago has appointed Stuart D. Hecox educational director succeeding Stacy B. Merchant who was made regional manager for California. Mr. Hecox has been general agent at Detroit.

### Compromise Hope for 213 Bill Rests with N. Y. Governor

No "Give" in Department  
Attitude Without Dewey  
O. K., Bohlinger Indicates

NEW YORK—Possibility for a compromise that the industry and Superintendent Bohlinger could agree on, however reluctantly, as this year's program to amend the New York expense limitation law appeared to depend on Governor Dewey, as things stood Thursday.

A "task force" representing the industry conferred Tuesday afternoon and Wednesday morning with Mr. Bohlinger at Albany in a final effort to arrive at a bill that both sides felt they could swallow. Mr. Bohlinger indicated that any recession from his earlier stated position would have to have the governor's O. K. The superintendent said he would discuss the matter with Mr. Dewey within the next few days.

As of Thursday it seemed pretty definite that a bill of some kind would be introduced Monday or Tuesday by Senator Condon, chairman of the committee that has this project on its agenda. Paul L. Bleakley, committee counsel, said he was "hopeful" that a bill would be introduced. As soon as that happens, the committee will call a hearing, probably for Thursday or Friday Feb. 26-7 or the same days of the ensuing week. Since the legislature meets the fore-part of the week, hearing dates are limited to the latter part.

Main areas of difference between the industry and Mr. Bohlinger are still the same as they have been. One is his requirement that while renewal commissions to agents could be raised 5% of one year's premium under his proposal, only about 1½% could go into take-home pay. Anything above that, within the 5% limit, would have to go into security benefits. There seemed to be little chance that Mr. Bohlinger would yield on this point.

The other main point of difference concerns commissions to general agents on their personal production. Mr. Bohlinger proposes a 5% increase in overriding to general agents, permitting them to pay their soliciting agents the same rate as branch office companies and still have 5% for themselves. But he would not permit the general agent to have this 5% on his own personal production.

His aim is to discourage one-man general agencies and the industry is with him in this. The difficulty is how to state this aim in language that will not hamper the new general agent who is sincerely building an agency but who needs the 5% overriding on his own business. It has been proposed to handle this by prohibiting the 5% overriding if the general agent's business exceeds a specified percentage of the agency's new business, but it has not been possible to reach an agreement with the department on what the stated percentage should be.

## Additional Reports Show Pace-making Strides By Life Insurance Companies Last Year

### BERKSHIRE LIFE

Berkshire Life experienced its greatest year in 1952 with new issued and paid-for life insurance for a total of \$49,579,510, an increase of 14.5%.

Insurance in force reached \$422,700,144, a gain of \$25,433,715.

New A.H. premiums were \$168,550, up 36.8%.

### CONTINENTAL ASSURANCE

New all-time highs in assets, earnings, and capital funds were reached in 1952 by Continental Assurance and Continental Casualty.

Continental Assurance closed the year with \$2,177,900,948 of life insurance in force, an increase of \$354,834,225. President Roy Tuchbreiter said this makes the company the twenty-third largest legal reserve life company in the U. S., a position it has reached in only 42 years and without having acquired the business of any other company by merger or reinsurance.

The operating profit after taxes was \$3,388,842 as compared with \$2,518,826 in 1951.

Assets were \$241,118,731, an increase of \$36,669,157. Total capital funds increased by \$2,703,842 to a new high of \$23,480,340.

### CONTINENTAL AMERICAN LIFE

Life insurance put in force in Continental American in 1952 was 28% higher than in 1951 and greater by a wide margin than ever before. Insurance in force increased to \$273,473,853.

The average new sale for the year was \$9,135 and the average policy in force at the end of the year was \$5,941. More than 9 out of 10 buyers purchased insurance for \$5,000 or more.

### FIDELITY MUTUAL LIFE

Fidelity Mutual Life's new paid business in 1952 reached \$77,652,199, an all time high. E. A. Roberts, president, reports the company will enter its diamond anniversary year with \$753,049,611 of life insurance in force, the largest amount ever.

Payments to policyholders and beneficiaries were \$14,505,923, while \$2,194,107 was set aside for dividend distribution to policyholders in 1953.

Assets now stand at \$267,326,058, an increase of \$13,368,274.

### GREAT-WEST LIFE

New business of Great-West Life in 1952 gained 11.5% over the preceding year, the total of \$327 million representing a new high.

Business in force passed the \$2 billion mark, reaching \$2,131,600,000 for a gain of \$240 million, the largest ever. The second \$1 billion of business in force was attained in six years as against 50 years for the first \$1 billion.

New group business of \$120 million also set a record, bringing group in force to \$579 million. A. & H. premiums amounted to \$8,900,000, an increase of 36%.

Assets now amount to \$446 million, up \$32 million. The net rate of interest earned was 3.75% as against 3.55%. Capital, contingency reserve, and surplus amount to \$23 million, a gain of \$1,600,000. Income amounted to \$82,900,000, an increase of 11%.

### LIFE & CASUALTY

During 1952, Life & Casualty had the

best year in its history, according to President Guilford Dudley, Jr. Life insurance in force at year end amounted to \$908,030,000, a gain of \$87,775,000. Accident insurance in force reached \$800,935,000.

Assets were \$150,835,000, the year's gain being the largest ever. Increase in legal reserves was \$12,727,000, bringing the total policy reserves to \$115,317,000. In addition, the company has set up a special mortality contingency reserve of \$6,530,000, a fluctuation reserve for securities in the amount of \$8 million and a reserve for other contingencies of \$2 million. Unassigned surplus amounted to \$3,734,000. Capital, unassigned surplus, and reserves for contingencies totaled \$28,264,000. For each \$100 of liabilities, the company has \$123 of assets.

Since organization, the company has paid more than \$107,500,000 to policyholders and beneficiaries.

### LOYAL PROTECTIVE LIFE

President John M. Powell reports that Loyal Protective Life in 1952 registered an 11% gain in premium income, bringing the total to \$5,171,777.

Assets gained 15.2% to reach \$15,369,117 and surplus increased 13.3% to \$6,813,174.

### MONARCH LIFE, MASS.

New ordinary life insurance of Monarch Life of Massachusetts in 1952 amounted to \$42,229,308 for a gain of 18.1% over the preceding year. A. & H. premiums reached \$2,700,817, up 3.6%.

Life insurance in force increased 14.3% to total \$208,938,991, while premiums in force on A. & H. business, other than group and employee insurance, amounted on an annual basis to \$12,394,714, an increase of 10.4%.

Assets increased \$5,327,750 to a new high of \$39,014,107. At the year end, the company had \$122.69 of assets for each \$100 of liabilities. Gross rate of return on invested assets was 3.41%, the net after income taxes and expenses being 2.8%. The comparable figures for 1951, respectively, were 3.29% and 2.71%. Payments to policyholders and beneficiaries reached \$7,103,406, bringing total such payments since organization to \$59,705,441. Total income of \$19,153,562 represented a gain of 12.5%.

The average life policy face amount was \$5,835, and the average annual A. & H. premium was \$91.92.

### PAUL REVERE LIFE

For the first time, total premiums (CONTINUED ON PAGE 24)

## U. S. Chamber Calls Parley for Chicago on OASI Overhaul

WASHINGTON—To promote the U. S. Chamber of Commerce policy to support legislation to include all workers under old-age and survivors insurance and place that system on a pay-as-you-go basis, a conference is being planned for Chicago late in March, to which representatives of local chambers of commerce and of trade associations are being invited.

A. L. Kirkpatrick, manager of the chamber's insurance department, recently went to Chicago to hold preliminary conferences and make arrangements.

Meanwhile, James L. Madden, second vice-president Metropolitan Life, with other members of the chamber's committee on taxation, participated in a conference with Rep. Reed, New York, chairman of the House ways and means committee, on requests for 86 specific changes in the tax laws.

The chamber has released a summary of the report of its insurance department on federal government activities in insurance and related fields. The report itself, recently approved by the chamber's directors, has not yet been printed.

The summary shows that government collections in special taxes and premiums in 11 insurance and related programs total nearly \$5 billion a year, and have resulted in creating reserves and trust funds totaling \$30 billion. This equals more than one-tenth of the national debt and more than 40% of private life insurance companies' assets. Under government programs more money is being collected than all private insurance firms take in through either fire or casualty premiums.

Starting with 1914, the chamber's survey traced government's participation in the insurance field from its first marine war risk program during World War I, expanding into operations "which enter the business fields of life, fire, marine, casualty and surety interests," besides social welfare and related programs.

Some of the government systems provide for payment of indemnities entirely from funds collected in premiums or special taxes. However, cost of administration is usually paid in part from general tax funds.

The survey lists: National Service Life and allied programs; marine and aviation war risk; OASI benefits; railroad retirement; civil service retirement; unemployment compensation; federal employees compensation; federal crop insurance; Commodity Credit (CONTINUED ON PAGE 24)

## Linton Explains Use of SS Reserve Fund Under Chamber Plan

The following comes from M. Albert Linton, Chairman of Provident Mutual Life.

"Seldom is an article as completely off base as the one by Henry Hallam in your Feb. 6 issue. The U. S. Chamber of Commerce social security proposal involves the using of current payroll taxes to pay current benefits on the expanded basis. It is not proposed to liquidate the \$17 billion reserve fund."

"This fund would be used as a contingency reserve to meet possible increases in benefits that might occur at times when adverse business conditions caused payroll taxes to decline. The chamber's proposal would put a brake upon the continued increase in the reserve fund and thus meet the sound criticisms which have been leveled at such increases."

"The fund is now as large as it need be for the foreseeable future. The payments to the present unprotected retired aged would be made out of payroll tax receipts and would replace the federal grants now being financed by general tax revenues to support old age assistance—a substitution of a better tax for a poor one."

"Mr. Hallam's informants were conjuring up inflationary spooks to frighten the uninformed."

### CIO OPPOSES CHAMBER PLAN

Opposing the U. S. Chamber of Commerce new OASI policy, the CIO in a long statement advocates increased benefits and other "improvements." Minimum primary benefit should be \$50 monthly.

The statement said old-age assistance beneficiaries would be "much worse off" than now, citing average assistance payment of \$45, compared to proposed \$25 and "half the burden of caring for the present aged... would be thrown on covered workers..."

### Pacific Mutual Conducts Group Pension School

A group pension school, conducted by Pacific Mutual Life at its home office in Los Angeles, is underway.

Six members of the group organization were brought in from the field to attend the three weeks' comprehensive course.

The school is supervised by Darwin S. Liggett, group department assistant secretary; Charles M. Larson, assistant actuary; and Leo W. Horsewell, group annuities superintendent.

## Figures from Life Companies' Year-End Statements Shown

|                         | Total Assets | Increase in Assets | Surplus to Policy-holders | New Bus. 1952            | Ins. in Force Dec. 31, 1952 | Increase in Ins. in Force* | Prem. Income 1952 | Prem. Paid 1952 | Benefits 1952 | Total Disburs. 1952 |
|-------------------------|--------------|--------------------|---------------------------|--------------------------|-----------------------------|----------------------------|-------------------|-----------------|---------------|---------------------|
| Bankers National        | 41,652,127   | 4,398,911          | 2,957,089                 | 48,956,224               | 224,057,181                 | 33,595,363                 | 6,311,463         | 2,215,240       | 4,238,715     |                     |
| Central Life            | 122,137,759  | 10,607,574         | 36,188,903                | 20,598,662               | 8,927,083                   | 5,821,401                  | 12,762,028        |                 |               |                     |
| Citizens National Life  | 822,456      | 235,247            | 292,577                   | 6,041,578                | 13,262,303                  | 5,812,772                  | 464,999           |                 | 60,011        | 241,048             |
| Coastal States Life     | 6,074,931    | 1,295,060          | 723,697                   | 19,765,225               | 68,131,729                  | 14,699,555                 | 2,550,652         | 240,871         | 2,553,498     |                     |
| Columbus Mutual         | 96,135,927   | 6,855,658          | 10,174,904                | 49,182,504               | 333,093,245                 | 29,093,245                 | 10,221,244        | 4,599,140       | 5,211,938     |                     |
| Equitable Life, Canada  | 25,274,335   | 1,391,008          | 2,752,395                 | 11,544,634               | 91,982,948                  | 7,176,978                  | 2,248,051         | 1,211,378       | 2,356,737     |                     |
| Farmers Life            | 6,710,600    | 637,689            | 616,651                   | 3,471,154                | 34,641,264                  | 1,595,308                  | 1,074,806         | 220,338         | 744,510       |                     |
| Federal Life, Casualty  | 5,610,295    | 260,104            | 1,011,149                 | 15,564,139               | 41,330,257                  | 10,737,518                 | 5,622,643         | 2,663,592       | 5,612,063     |                     |
| Indiana Life            | 77,584,183   | 5,826,807          | 5,832,225                 | 31,963,205               | 275,002,557                 | 16,623,396                 | 8,045,641         | 3,559,895       | 6,892,307     |                     |
| Lincoln Liberty Life    | 18,870,816   | 1,618,579          | 2,712,929                 | 8,655,437                | 81,254,114                  | 4,801,309                  | 2,193,510         | 560,001         | 1,188,531     |                     |
| Lutheran Brotherhood    | 73,919,742   | 9,202,680          | 6,411,903                 | 62,166,994               | 415,135,220                 | 48,704,969                 | 11,684,409        | 3,344,270       | 7,537,574     |                     |
| Mass. Savings Bank Life | 99,399,180   | 6,921,573          | 8,428,509                 | 35,671,610               | 448,718,985                 | 30,424,218                 | 11,252,152        | 4,635,168       | 5,827,754     |                     |
| Midwest Life            | 10,775,351   | 978,170            | 1,240,281                 | 10,545,512               | 60,084,982                  | 4,583,137                  | 1,602,531         | 506,822         | 1,901,602     |                     |
| Monarch Life            | 39,014,108   | 5,327,751          | 7,215,482                 | 43,586,308               | 208,938,991                 | 26,214,797                 | 17,455,278        | 7,226,944       | 12,500,033    |                     |
| National Home Life      | 91,725       | 152,407            | 404,208                   | 3,381,150                | 10,564,449                  | 2,110,350                  | 290,075           | 63,860          | 318,249       |                     |
| Ohio State Life         | 65,122,179   | 4,997,931          | 6,841,723                 | 30,678,046               | 252,729,697                 | 17,845,452                 | 7,691,180         | 3,143,620       | 4,245,661     |                     |
| Old Line Life           | 46,336,725   | 2,327,489          | 3,477,596                 | 15,548,555               | 153,469,455                 | 7,097,881                  | 4,659,152         | 2,614,091       | 5,197,283     |                     |
| Pan American Life       | 133,233,036  | 8,517,823          | 9,227,621                 | 122,342,258 <sup>2</sup> | 563,106,784                 | 55,005,683 <sup>3</sup>    | 21,673,187        | 10,663,268      | 17,223,038    |                     |
| Paul Revere Life        | 78,257,145   | 8,635,055          | 19,061,229                | 57,873,072               | 300,638,300                 | 39,491,960                 | 22,757,218        | 9,582,048       | 24,889,501    |                     |
| United Benefit Life     | 177,308,258  | 19,830,535         | 21,189,789                | 158,028,606              | 956,735,216                 | 78,957,925                 | 43,247,232        | 15,450,816      | 28,833,154    |                     |
| Woodmen Central Life    | 5,874,539    | 940,848            | 340,900                   | 11,989,147               | 53,544,918                  | 7,175,350                  | 1,356,072         | 221,658         | 675,218       |                     |

(1) New business figures include \$393,707 of revivals and increases for 1952 and \$285,198 for 1951. (2) New business figures include \$28,507,878 of revivals and increases for 1952 and \$27,171,831 for 1951. (3) Decrease of \$10,703,670 of insurance in force because of change in foreign exchange rate.

# Continental Companies

GENERAL OFFICES: CHICAGO, ILLINOIS

## ANNUAL FINANCIAL STATEMENT

### Continental Casualty Company

Financial Statement—December 31, 1952

## ASSETS

|   |               |
|---|---------------|
| Cash  | \$ 15,201,677 |
| United States Government Obligations            | 50,357,963    |
| Canadian Government Obligations                 | 5,060,421     |
| Other Public Bonds                              | 38,471,050    |
| Public Utility Bonds                            | 884,845       |
| Railroad Bonds and Equipment Trust Certificates | 159,712       |
| Industrial and Miscellaneous Bonds              | 1,537,127     |
| Preferred Stocks                                | 6,722,962     |
| Stocks of Associated Insurance Companies        | 12,699,232    |
| Other Stocks                                    | 26,914,396    |
| Administrative Office Buildings                 | 5,296,536     |
| Premiums in Course of Collection                | 6,680,863     |
| (Not over 90 days past due)                     |               |
| Accrued Interest and Rents                      | 602,304       |
| Other Assets                                    | 2,198,268     |
| ADMITTED ASSETS                                 | \$172,787,356 |

## LIABILITIES

|   |               |
|---|---------------|
| Unearned Premium Reserve                            | \$ 41,673,395 |
| Reserve for Losses                                  | 61,046,365    |
| Reserve for Loss Adjustment Expense                 | 5,335,000     |
| Reserve for United States and Canadian Income Taxes | 3,013,314     |
| Reserve for Other Taxes                             | 2,488,756     |
| Miscellaneous Liabilities                           | 1,240,345     |
| Total Liabilities                                   | \$114,797,175 |

|                                    |               |
|------------------------------------|---------------|
| General Contingency Reserve        | \$ 21,070,242 |
| Capital (Shares of \$10 Par Value) | 10,000,000    |
| Surplus                            | 26,919,939    |
| Surplus to Policyholders           | \$ 57,990,181 |
| TOTAL                              | \$172,787,356 |

All securities are carried in accordance with the requirements of the National Association of Insurance Commissioners as follows: eligible bonds at amortized values; insurance stocks at pro rata share of capital and surplus; all other securities at quotations prescribed by the Association.

Net premiums written during 1952.....\$115,313,781

RAYMOND H. BELKNAP  
Vice President

WM. McCORMICK BLAIR  
William Blair & Company

WILLARD N. BOYDEN  
Vice President

EDISON DICK  
Director,  
A. B. Dick Company

HARRY W. DINGMAN  
Vice President

FRANK R. ELLIOTT  
Banker, Former President,  
Harris Trust and Savings Bank

BOYD N. EVERETT  
Vice President and Treasurer

ARNOLD B. KELLER  
Senior Consultant and Director,  
International Harvester Company

HOMER J. LIVINGSTON  
President and Director,  
The First National Bank of Chicago

LOUIS C. MORRELL  
Vice President

HOWARD C. REEDER  
Executive Vice President

J. M. SMITH  
First Vice President

JOHN E. STIPP  
Vice President and Secretary

R. DOUGLAS STUART  
Vice Chairman of the Board  
and President,  
The Quaker Oats Company

STUART J. TEMPLETON  
Wilson & McIlvaine

ROY TUCHBREITER  
President

\*Continental Casualty Company only

+Continental Assurance Company only

The Continental Year Book discloses in greater detail the Companies' operations and financial structure. It will be furnished upon request.

### Casualty Insurance

### CONTINENTAL COMPANIES

CONTINENTAL COMPANIES BUILDING

### Fidelity and Surety Bonds

### • One of America's Great Insurance Institutions

310 SOUTH MICHIGAN AVENUE, CHICAGO 4, ILLINOIS

### Life Insurance

## NLRB Calls Off State Farm Election in Cal.

At the request of insurance and allied workers organizing committee, CIO, the proposed representation election among California agents of the State Farm companies of Illinois, has been called off by national labor re-

lations board. IAWOC-CIO withdrew its long-standing petition for election at the last moment, when the board's regional director in California declined the union's request to delay further the mailing of ballots.

The election demand was first made by IAWOC-CIO in late 1951. The companies declined to consent to the election on the ground that the agents are not employees but are independent contractors. This position was sustained by the national labor relations board following a hearing, but when the union sought and obtained a rehearing, the board reversed itself and issued an

order that the election be held.

Now that IAWOC-CIO has withdrawn, the companies have informed their California agents that they propose to pursue those avenues which are available which may restore the independent contractor status under the terms of the national labor relations act.

### Managers Hear Northington

Tennessee Commissioner Northington addressed Life Managers Assn. of Nashville.

# 1952

## AN OUTSTANDING YEAR for THE GREAT-WEST LIFE

With new business reaching an all-time high of \$327 million and total business in force passing the \$2 billion mark, the year 1952 was one of outstanding progress and achievement for the Great-West Life.

The comparative figures given here are evidence of the Company's present stature and scope. They are also a measure of its responsibilities to over 560,000 policyholders in the United States and Canada.

### NOTEWORTHY COMPARISONS

|   | 1952           | 1951           |
|---|----------------|----------------|
| New Business (incl. annuities).....                           | \$ 327,093,322 | \$ 293,229,967 |
| Total Business in Force.....                                  | 2,131,653,113  | 1,891,438,082  |
| Assets.....   | 446,027,251    | 413,791,937    |
| Liabilities.....  | 422,984,570    | 392,367,145    |
| Capital, Contingency<br>Reserve and Surplus.....              | 23,042,681     | 21,424,792     |
| Paid or Credited to Policy-<br>holders and Beneficiaries..... | 66,902,812     | 60,207,498     |

YOUR FUTURE IS OUR BUSINESS TODAY

THE  
**GREAT-WEST LIFE**  
ASSURANCE COMPANY  
HEAD OFFICE - WINNIPEG, CANADA

## Rutherford, Beal, Campbell to Head Pru Regional Units

### Others Named to Area Home Offices at Chicago, Minneapolis, Jacksonville

Key appointments have been made by Prudential for its proposed new regional home offices in Chicago, Minneapolis and Jacksonville.

Vice-president James E. Rutherford will head the new Mid-America operation with headquarters in Chicago; Vice-president Orville E. Beal will direct the north central program from Minneapolis, while Vice-president Charles W. Campbell will supervise south-central activities from Jacksonville.

The appointments were made to facilitate planning activities in the company's decentralization program. Ground has been broken for the new headquarters in Chicago, which is expected to be completed late in 1955, while the Jacksonville and Minneapolis offices are still in planning stages.

Mr. Rutherford, who has been in charge of the district agencies department since 1951, will be assisted at Chicago by Charles B. Laing, 2nd vice-president, who for the past year and a half has been connected with coordinating activities in the decentralization program. Richard H. Booth, who has been at Chicago on preliminary organizational details as executive manager, will retain the same title there.

Mr. Beal, who has headed the company's public relations and advertising activities since 1951, will be assisted in Minneapolis by Harold E. Dow, 2nd vice-president and associate actuary in the group department. Raymond W. Cobb, executive director of methods, will become executive general manager there.

Mr. Campbell, who became a vice-president last year after heading up Prudential's Newark and Jacksonville



O. E. Beal



J. E. Rutherford

agencies, will be assisted at Jacksonville by E. S. Allsopp, 2nd vice-president who has been with the mortgage loan and real estate investment department. Thomas Allsopp, director of administration in Prudential's Canadian head office at Toronto, will transfer to Jacksonville as general manager. He will be replaced at Toronto by Richard L. Miller, general manager in

(CONTINUED ON PAGE 24)

# A REPORT to the nine million people who have protected them- selves and their families through John Hancock life insurance . . .

## STATEMENT OF FINANCIAL CONDITION, DECEMBER 31, 1952

| ASSETS  |                 | OBLIGATIONS  |
|---|-----------------|--|
| Bonds   | \$2,440,377,109 | Statutory policy reserves . . . . . \$2,779,571,957  |
| United States of America  | \$ 409,680,824  | The amount determined in accordance with legal requirements which will, with future premiums and interest, assure payment of all future policy benefits. |
| Dominion of Canada  | 30,400,963      | Policyholder and beneficiary funds . . . . . 236,861,674   |
| State and other civil division                                    | 101,437,206     | Proceeds from death claims, matured endowments and other payments, including dividends left with the Company at interest.                                |
| Public utility  | 1,010,582,735   | Dividends payable to policyholders in 1953 . . . . . 48,542,216  |
| Railroad  | 223,555,004     | Policy benefits in process of payment . . . . . 26,238,652   |
| Industrial and Miscellaneous                                      | 664,720,377     | Including claims in process of settlement and an additional sum for claims not yet reported.   |
| Stocks  | 185,624,877     | Other policy obligations . . . . . 79,098,836  |
| Preferred or Guaranteed   | 74,301,417      | Premiums paid in advance of due date \$33,598,836 and reserve for ultimate changes in policy valuation standards \$45,500,000.                           |
| Common  | 111,323,460     | Valuation reserve for bonds and stocks . . . . . 27,519,914  |
| Mortgage loans on real estate                                     | 625,158,596     | As required by the National Association of Insurance Commissioners.  |
| Residential and Business  | 498,750,675     | Accrued taxes payable in 1953 . . . . . 12,746,000   |
| Farm  | 126,407,921     | Other obligations, including accrued expenses . . . . . 19,564,108   |
| Real estate   | 68,531,363      | Total Obligations . . . . . 3,230,143,357  |
| Home office, Housing and other properties acquired for investment | 67,819,283      | SURPLUS TO POLICYHOLDERS   |
| Foreclosed properties   | 712,080         | Contingency reserve for Group Insurance 8,580,000  |
| Loans and liens on Company's policies                             | 94,303,639      | Contingency reserve for fluctuation in security values . . . . . 46,960,000  |
| Cash in banks and offices   | 36,160,046      | General surplus . . . . . 254,862,238  |
| Premiums due and deferred   | 50,049,421      | Total Surplus . . . . . 310,402,238  |
| Interest and rents due and accrued                                | 30,279,005      | Total Obligations and Surplus . . . . . \$3,540,545,595  |
| Other assets  | 10,061,539      |  |
| Total Assets  | \$3,540,545,595 |  |

All securities are valued in conformity with the laws of the several States and as prescribed by the National Association of Insurance Commissioners.

Securities carried at \$605,735 in the above statement are deposited for purposes required by law.

### DIRECTORS

|                     |                     |                  |                  |                    |
|---------------------|---------------------|------------------|------------------|--------------------|
| Charles L. Ayling   | Joseph E. O'Connell | Daniel L. Marsh  | Karl T. Compton  | Philip H. Theopold |
| Charles F. Adams    | Paul F. Clark       | Byron K. Elliott | Thomas D. Cabot  | Olen E. Anderson   |
| Guy W. Cox          | William M. Rand     | John M. Hancock  | Merrill Griswold | E. Taylor Chevning |
| Carl P. Dennett     | Edward Dane         | Ralph Lowell     | Samuel Pinanski  | Edward B. Hanify   |
| Albert M. Creighton |                     |                  |                  | Georges F. Doriot  |

*John Hancock*  
MUTUAL LIFE INSURANCE COMPANY  
BOSTON, MASSACHUSETTS

A COPY OF THE COMPANY'S COMPLETE REPORT WILL BE SENT ON REQUEST

## Are Insurers Losing Control of Group A. & H., Miller Asks Conference Meeting

The intensely increased activities of brokers in the field of group A. & H. selling brings up the question, "Who is running our business?" W. L. Miller, of Northern Life of Seattle told those attending the group meeting at Chicago of H. & A. Underwriters Conference.

It is common practice, he said, for a broker to ask for quotations from several companies, and then play one against the other for rates, retentions, fringe benefits, trusted arrangements, self-administered plans, allowances for administrative expenses and other items. Recognizing that the broker represents the buyer and is naturally anxious to secure the best deal, Mr. Miller asked, "Do we not need to more firmly represent our industry and our company by refusing to be jockeyed into an untenable position? When we make a bid, why not do so at fair, adequate rates and stand pat? Costs are being run up and we are in danger of losing control of our business when brokers have this type of command."

Brokers are promoting many self-administered plans, and who is running our business under self-administered plans? he asked. Is a self-administered plan an admission that perhaps an organization, untrained in group insurance, can administer a company plan more economically and more efficiently than the insurer?

Mr. Miller said that the hearing held by Commissioner Maloney in California last year was based on the thought that there might be rebate possibilities in allowing a liberal percentage of the premium for administration expenses. "If we must have self-administered plans, and I still don't know why, why should the fee for expenses be more than for expenses actually incurred with fixed limitations? They should be on a reimbursement basis."

Brokers also are promoting many trusted cases, and Mr. Miller wondered who is running the group business under trustee agreements where the employer and the union have joint

responsibility. Usually the employer loses interest when he agrees to a health and welfare plan to be paid for at so much per hour per employee, feeling all he needs to do is pay the invoice and let the union worry. When the claims get too heavy and the rate goes up because of prejudice claim payments, the employer starts to get worked up. He is asked to pay more money because the insurance company relinquished the handling of its business and the cost of the insurance went up. "Then what about the loss of public confidence?"

He mentioned a case on the Pacific Coast in which a union negotiated for a health and welfare plan. Bids were called for on a basis of a complete program for employees and dependents covering life, A. & H., surgical benefits, hospitalization, medical care and fringe benefits. The employer was to pay 5 cents an hour, or a little more than \$8 a month. The plan was trusted by representatives of employers and the union. An administrative allowance was made on a liberal percentage of the premium with administration in the union office by union employees. The plan went all right for a year, and then, due largely to handling and payment of claims by untrained personnel, experience went sour. The insurer raised the rate a dollar or two a month per man, and the employers were stuck, not with the 5 cents an hour agreed upon, but with a health and welfare program with mounting costs. The employer is dissatisfied and the union doesn't like the idea of possibly being asked to have their members pay a portion of the additional premium. Mr. Miller said he knows personally that a plan of this type, properly administered by an insurance company paying all honest claims promptly and in full can be administered for less money and show a profit.

However, he declared, under the type of plan he outlined, the insurer loses control of the business and is in danger of losing the confidence of the public as represented by the employers and employees.

Citing several cases on the Pacific Coast in which insurers have lost money on trusted or self-administered cases, Mr. Miller said that in talking with other companies he has found that these are not isolated, but are rather general throughout the country. A trusted plan is fine in principle, he declared, providing the employer representatives do not lose interest and forfeit control, and that the insurance company reserves the right and uses the right to frequent audits.

It is said that the doctors, because of the mounting fees that they are charging, are asking for socialized medicine, and the same charge has been made against hospitals. This might be applied to insurance companies whose competition results in costs of a nature as to cause loss of money, loss of friends, and loss of public confidence.

In recent years the companies may have been inclined to follow the line of least resistance to secure business and have let brokers and unions secure too much control. Mr. Miller asked if unnecessary costs have been run up as a result of striving for immediate volume rather than following the old insurance principle of planning for the worst and hoping for the best. So much and no more can be done with the premium dollar, he said, urging that the insurers realize costs are not only financial, "they involve the cost if we should lose control of our business or lose public confidence."

## Training Program of New York Life Is Gaining Momentum

New York Life's training program for new agents has gained momentum following eight career conferences in each of the company's national divisions.

The program is based on a "learning through doing" principle that is "already showing tangible results both in new agent productivity and enthusiasm acceptance" by company agents.

Agents with the company four to six months can qualify for the conferences by completing 16 weekly assignments. The conference runs three days, and features panel discussions and sales clinics where individual problems, based on case files, are analyzed.

The eight conferences held through 1952 were attended by 190 agents averaging \$100,000 in new business. Currently, 683 agents are included in various stages of the program.

Following the conferences, the trainee receives 18 more weekly assignments covering the more complicated aspects of life production. The assignments are supplemented with Program Units, a visual sales aid, and a Program Units Book which is also used as refresher material for established agents.

E. L. G. Zalinski, assistant vice-president, former managing director of Life Underwriter Training Council and executive vice-president of National Assn. of Life Underwriters, is in general charge of the training operation.

Although agent assignments are reviewed by branch managers, overall grading and progress reports are handled in the home office. Besides relieving branch managers of the burden of ministering the program, this procedure provides a continuing check on the program's effectiveness and a control of each agent's progress.

In addition, field training and home office poles are shortened by Training for Sales Power, a monthly bulletin that stresses individual accomplishment and features sales ideas or suggested solutions to current sales problems.

The company's manager training committee is playing a significant role in the overall picture through periodic meetings with the home office training division.

## 3.5% of Family Income Put in Life Insurance

American families, "spending units," paying premiums for life insurance put 3.5% of their money income before taxes into this protection in 1951, about the same proportion as in the two previous years. The dollar amount of premiums was at a record high level and more protection was in force than ever before, according to the Institute of Life Insurance. Analysis of the 1952 survey of consumer finances was made for the federal reserve board by the survey research center at the University of Michigan.

The proportion of income used for life insurance varied with income groups. In the \$1,000 to \$1,999 income group, it was 4.2%; \$2,000 to \$2,999 group, 3.5%; \$3,000 to \$3,999 group, 3.2%; \$4,000 to \$4,999 group, 3.5%; \$5,000 or more group, 3.8%.

There was some slight variation in the use of income for life insurance among geographic regions; northeast, 3.4%; north central, 3.7%; south, 4%; west 3.6%.

Premium-paying U. S. families accounted for an average premium of \$160.

## FACTS FROM THE 60th ANNUAL REPORT FOR THE YEAR 1952

|  |                 |
|--|-----------------|
| INSURANCE IN FORCE<br>(Including Deferred Annuities) | \$1,591,333,573 |
| NEW INSURANCE<br>(Including Deferred Annuities)      | 213,567,851     |
| INCOME   | 91,857,003      |
| ASSETS   | 491,856,026     |
| LIABILITIES<br>(Including Capital)                   | 461,434,561     |
| CONTINGENCY RESERVE<br>AND SURPLUS                   | 30,421,465      |

Payments to Policyholders and Beneficiaries since the inception of the Company total \$489,336,447

For a copy of the Annual Report contact one of our Branch Offices in the following cities:

|            |          |              |               |
|------------|----------|--------------|---------------|
| Baltimore  | Detroit  | Los Angeles  | Portland      |
| Chicago    | Hartford | Newark       | Saginaw       |
| Cincinnati | Honolulu | Philadelphia | San Francisco |
| Cleveland  | Lansing  | Pittsburgh   | Seattle       |

Also licensed in the District of Columbia, Arizona, Delaware, Idaho and Virginia

## THE MANUFACTURERS LIFE COMPANY

HEAD OFFICE (Est. 1887) TORONTO, CANADA

1903 — 50 YEARS IN THE UNITED STATES — 1953

## Book Aids Estate Owner's Thinking on Property Disposal

NEW YORK — Any estate owner—that includes persons of high earning power as well as those having substantial accumulations of property—is a "blazing fool" if he fails to consult competent legal authority, competent insurance authority, and competent tax and investment counsel, says George B. Gordon in "You, Your Heirs and Your Estate," one of a series of special studies published by Business Reports, Inc., of New York City.

Mr. Gordon, who is Mutual Benefit Life's director of advance underwriting and former editor of Prentice-Hall's pension, wills and trust services, bases his book on the concept that people are the most important element in estate planning. Attempting to answer the questions, "who, why, when, what, and how" the book shows how to select beneficiaries, helps to determine their needs, and guides the reader to a choice of the time and manner of providing for them. It contains many check-lists for the reader's working notes, also tables and self-analysis forms.

The book also discusses the various barriers to planning in terms of people and their needs. It deals with the costs of transfer, estate taxes and gift taxes and discusses the basic tax-savings that should always be considered. Carefully worked out tables show the true cost of gifts when the gift tax is weighted out over the giver's life expectancy; the income cost of yearly gifts as opposed to gifts of income-producing property; the effects of transfers of capital into life insurance and the taxable status of annuity income compared with fully taxable income. Transfers of property during life are compared with transfers of property at death in terms of their tax cost, their income cost to the donor and their effects upon the people involved.

One such neglected aspect of planning is emphasized in the chapter, "Evaluating Requirements and Planning People: Heir Conditioning." The idea stressed here is that all beneficiaries have to be trained to some degree. The type of training depends largely upon the ability of the beneficiary and what he is apt to get from the estate owner, but it runs all the way from training in self-maintenance in useful work to training in the management, conservation and creation of capital. Since an estate is supposed to give people some measure of security, dignity and pleasure, the beneficiaries ought to know what they face and what materials they have to work with if they are to get the utmost benefits out of them.

Chapters on "The Economics of Investment" and "Life Insurance as a Tax-Saving Investment" deal with the problems of investing estate assets for income through periods of inflation and deflation alike and with the use of life insurance as a tax shelter.

The study is not a tax manual nor "how-to-do-it." It is an attempt to help the property owner solve his own problems by approaching them in orderly fashion and by so conditioning his thinking that he can take counsel after having decided on the objectives

he wants to carry out. The author says that, "Tax-savings are possible . . . (and are not so complex) as to be understandable only by so-called experts or specialists. They can be understood by the average intelligent estate owner. It is the putting of them into practice that requires, in many cases, the services of the tax expert, the experienced attorney and the efficient life underwriter."

"You, Your Heirs and Your Estate" is available from Business Reports, Inc., 225 West 34th street, New York City, at \$7.50 a copy.

## Extends Group Hospital to Retired Employees

Retired employees of the Ohio Farm Bureau insurance companies are now receiving free group hospital expense and surgical benefits insurance.

Extension of such benefits to retired employees is an innovation in the group insurance field, probably not more than four or five employers having it in effect.

Results of the program will be studied carefully, since few actuarial statistics are available on the over-65 age

group. The Farm Bureau plan applies also to wives of retired employees, the entire cost being borne by the companies.

## Hanselman Tours Agencies

Wendell F. Hanselman, vice president, Union Central, visited northern California agencies of the company, including those in San Francisco and Oakland-San Joaquin Valley. Mr. Hanselman outlined the company's 1952 results and plans for 1953 to the latter group.

# MINNESOTA MUTUAL SETS NEW RECORD IN 1952

Total New Business.....\$162,590,318  
New Ordinary Business.....\$101,057,271  
New Group Business.....\$ 61,533,047

## Other Important Milestones

| ASSETS                 | SURPLUS              | INSURANCE IN FORCE     |
|------------------------|----------------------|------------------------|
| 1952.....\$151,792,393 | 1952.....\$8,528,222 | 1952.....\$928,390,979 |
| 1947.....\$ 94,449,894 | 1947.....\$5,345,008 | 1947.....\$492,105,572 |
| 1942.....\$ 58,859,725 | 1942.....\$3,755,625 | 1942.....\$260,905,420 |

## Annual Financial Statement, December 31, 1952

| RESOURCES                                     | LIABILITIES                                    |
|---|--|
| Cash .....                                    | Policyholders' Legal Reserves .....            |
| Bonds:  | Policyholders' Dividends .....                 |
| U. S. Government .....                        | 9,654,582.42                                   |
| States, Municipalities, etc., including       | Advance Deposits of Premiums or Interest ..... |
| Canadian .....                                | 4,304,558.37                                   |
| Public Utilities .....                        | Reserve:                                       |
| Railroads .....                               | For Taxes .....                                |
| Stocks .....                                  | For Unreported Claims .....                    |
| Mortgage Loans:                               | Other Liabilities .....                        |
| F. H. A. Insured Mortgages .....              | General Contingency Reserves .....             |
| Other Mortgages .....                         | Surplus Protection to Policyholders Above      |
| Real Estate Sales Contracts .....             | All Reserves and Other Liabilities .....       |
| Home Office .....                             | Total.....\$151,792,392.88                     |
| Loans to Policyholders .....                  | Total.....\$151,792,392.88                     |
| Interest, Net Premiums and Other Assets ..... |  |
| Total.....\$151,792,392.88                    |  |

## Board of Trustees

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Central Livestock Assoc., Inc.

### C. F. CODERE

Chairman

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St. Paul Mercury Indemnity Insurance  
Company  
Mercury Insurance Company

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Green Giant Company

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President

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President

Weyerhaeuser Sales Company

### HENRY W. ALLSTROM

### HAROLD J. CUMMINGS

President

The Minnesota Mutual Life Insurance  
Company

### T. A. PHILLIPS

Chairman of the Board

THE MINNESOTA MUTUAL LIFE INSURANCE COMPANY

Home Office — 156 E. 6th St. — St. Paul, Minn.





"You're from Bankers Life. You think I need more insurance. I put you off, but on your second interview I sign an app for \$5,000!"

## Bankerslifemen Don't Need to Call on Mind-Readers

If you found a Bankerslifeman calling on a mind-reader, it would be to get business . . . not to find out about prospects.

Bankerslifemen are trained and supervised in the field so they know how to develop needs with a prospect. They don't have to depend upon a mind-reader to tell them about *their* prospects' needs. They know how to get the *prospects themselves* to reveal them.

This ability to sell for needs which the prospect has exposed makes the typical Bankerslifeman the kind of life underwriter you like to know as a friend, fellow worker, or competitor.

**BANKERS Life COMPANY**  
DES MOINES, IOWA

Let's talk

### NOW READY—THE ONE BOOK THE LIFE INSURANCE INDUSTRY DEMANDS FROM R & R EACH YEAR

Even your briefest glance at the contents of the 1953 R & R Tax Handbook will convince you that Dr. E. H. White and his staff have done an extremely fine job of making this encyclopedia on life insurance taxation the top handbook of the nation. The 1953 R & R Tax Handbook is a handy compilation of questions and answers on the taxation of insurance, annuity and endowment contracts, with federal income, estate and gift tax tables, pension trust and corporation tax data. Written especially for the life underwriter; on special paper so that its 162 pages fit coat pocket without bulging. Single Copy, \$1.55; 2-9, \$1.45. Order today. We'll ship promptly on approval basis.



**THE INSURANCE RESEARCH & REVIEW SERVICE**

Hilbert Rust, C.L.U., President

INDIANAPOLIS

## Life & Casualty Reinsures Franklin's Industrial Business

Franklin Life is retiring from the industrial field and for a cash consideration of \$1,750,000 has sold its \$36,000 weekly premium debit in south Texas to Life & Casualty.

A reinsurance treaty has been effected whereby Life & Casualty will assume the policy liability on Franklin's weekly premium and ordinary business assigned to the weekly premium districts. All of Franklin's industrial division personnel effective this week will be transferred to Life & Casualty.

Franklin's merchandising program has been centered around ordinary production and no emphasis has been placed on the industrial unit which comprises sales staffs primarily at San Antonio, Houston, Austin, Corpus Christi and the Rio Grande valley in Texas.

## Inter-Ocean of Cincinnati Now In Its 50th Year

Inter-Ocean Ins. Co. of Cincinnati is marking its 50th anniversary this year. Throughout the year, a series of articles tracing the company's history and development will be published in its house organ. Inter-Ocean was founded in 1903 as Woodman's Modern Protective Assn. at Springfield, Ill., and was reorganized as a stock company in 1907. In 1917 the executive office was moved to Cincinnati and in 1946 the name was changed to Inter-Ocean and the company entered the life insurance field.

W. G. Alpaugh is president; J. W. Scherr, Jr., executive vice-president; W. G. Alpaugh, Jr., vice-president; C. W. Alpaugh, treasurer; D. W. Balay, auditor; Harry Scherr, general counsel and Dr. K. V. Kitmiller, medical director.

## Name New Superintendent for Puerto Rico

Mariana Nieves-Hidalgo has been appointed insurance superintendent of Puerto Rico by Gov. Luis Munoz Marin. He succeeds Jorge Font Saldana, contingent on approval of the appointment by the senate of the commonwealth.

Mr. Nieves-Hidalgo has been an insurance broker since 1951 and a certified public accountant since 1949 and worked for private concerns in both Puerto Rico and New York. He has also held various Puerto Rican government posts, including examiner of accounts for the insurance department.

Also, he was chief of the statistical and actuarial division of the state insurance fund and later was assistant manager of the fund.

Mr. Nieves-Hidalgo is an active member of the American Institute of Accountants, National Assn. of Cost Accountants and Puerto Rico Institute of Accountants.

## Engelsmans Write Article

"Eight Ways of Financing a College Education" was the subject of an article in the February Parents Magazine by Ralph and Naomi Engelsman. Engelsman, former Penn Mutual Life New York City general agent, is now a consultant there.

The article points out that life in-

surance is the safest and most direct method of assuring a college education and should supplement any other method as a self-completing device.

## Southland Life Promotes R. M. Aycock, Bill Adams

Roland M. Aycock, formerly manager in Texas for Southland Life, has been named superintendent of ordinary agencies. Bill Adams, formerly manager for the Oklahoma territory, succeeds Mr. Aycock.

Mr. Aycock will maintain headquarters in the home office. He went with Southland as an agent at Mexia, Tex., in 1948, and when the company entered Arkansas in 1949, was named manager of that state. In 1951 he became manager in northwest Texas.

Mr. Adams went with Southland as an agent at Eastland, Tex., in 1947, transferred to Fort Worth in 1951, and in 1951 was named manager for Oklahoma.

Both men are veterans.

## First Life Insurance Policy Sold to Woman in 1843

Feb. 8 marked the 110th anniversary of the first sale of a life insurance policy in this country to a woman. It was on Feb. 8, 1843, that Miss Isabella H. Chambers, a 24-year-old New Yorker, bought a \$2,000 policy from Mutual Life of New York. It was only a week before that the company had started in business, to become the first American company to issue life insurance on the mutual plan.

That first year 10 women bought policies from Mutual of New York. Today 49,900,000 women are policyholders in the nation's 700 companies; their coverage totals \$50 billion, nearly one-fifth of all the life insurance in force in the U. S.

Today women receive 70% of all death benefits paid by insurance companies and in the last five years alone have bought more than \$15 billion of insurance on their own lives.

## Now Monthly Magazine

The Employee Benefit Plan Review, established in 1946 by Charles D. Spencer & Associates, Chicago, has been changed from a quarterly to a monthly magazine. Lee Smith, formerly with "Snips," has joined the firm as editorial assistant. James H. McPherrin heads the new employee information department, which assists employers in explaining pension profit-sharing and health and welfare programs to employees.

## Tennessee Deputy Resigns

Jouette Maynard has resigned as a deputy commissioner of insurance in Tennessee. He is said to have fallen under the "political ax" of the new administration.

## Correct Earls Volume Figure

In a recent story describing the William T. Earls agency at Cincinnati as the 1952 Mutual Benefit Life leader, an erroneous figure was given for the production volume. The agency's production of \$12,850,000 made it tops in that respect. In second place was the Arthur P. Youngman agency at New York, followed by the Carroll Otto agency at Detroit. In lives, the Detroit agency was first, followed by the Grand Rapids agency and the Earls agency, respectively.

February 13, 1953

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## Kuntz New Chief

## Richardson to Am. Farm Bureau Insurance Post

Official announcement was made Monday evening at the big banquet of Country Life, Country Mutual Fire and Country Mutual Casualty at the Edgewater Beach hotel Chicago, that A. E. Richardson, who is known affectionately throughout the organization as "Rich" is retiring as manager of Country Life and as manager of Illinois Agricultural Assn. Insurance Service. The latter is the key position in the insurance organization of I.A.A.

However, Mr. Richardson is moving directly into a new position in the Farm Bureau insurance world. He becomes general manager of American Agricultural Ins. Co. of Chicago, which provides fire and casualty reinsurance to farm bureau insurance companies in the various states.

The new manager of I.A.A. Insurance Service and of Country Life is Duane Kuntz, who has been the assistant manager.

Mr. Richardson has sparked the organization during its period of greatest growth. He has a talent for the homespun and a down to earth humor. He started with the Illinois Farm Bureau in non-insurance activities and then 25 years ago was assigned as the farm bureau liaison to the newly organized Illinois Agricultural Mutual Casualty which later became Country Mutual Casualty. He became manager of that company in 1928.

Announcement of Mr. Richardson's retirement was made by Charles B. Shuman, president of Illinois Agricultural Assn., and then there was a great ovation. On behalf of the organization, Mr. Richardson was presented with a handsome diamond ring by William Linder, manager of Whiteside county.

Mr. Kuntz attended University of Illinois and went with Farm Bureau in 1940 as an assistant farm adviser. He served in the navy during the war and since then has been in the insurance operation of the Farm Bureau.

There were about 800 at the banquet which was the main feature of the annual insurance roundup of I.A.A. and that ran from Sunday through Tuesday. There were a number of Farm Bureau insurance executives present from other states and representatives from other Illinois companies and from insurance organizations at the banquet.

## Draft Cash Sickness

## Bill for Connecticut

A compulsory cash sickness and disability bill has been drafted by a special commission appointed by Gov. Lodge of Connecticut. The committee was made up of John J. Egan, labor commissioner; George C. Conway, attorney general; Elmer W. Ryan, legislative research department, and Howard E. Critchfield, vice-president of Travelers.

The bill would provide for weekly benefits equal to half of wages with a minimum of \$10 and a maximum of \$30, benefits to commence on the eighth day of disability and to be paid for a maximum of 13 weeks, and for the same maximum in any 52 consecutive weeks.

Employes whose claims are disputed may appeal to the workmen's compensation commissioner. Coverage will be

limited to employers of four or more employees except for non-profit organizations and agricultural and domestic employers.

The cost would be divided between employer and employee, with the employer to deduct one half of 1% of wages up to 30¢ a week, and paying the balance of the cost estimated in the over-all to be one half of the premium.

No benefits would be paid during pregnancy and there would be no duplication of workmen's compensation or unemployment compensation bene-

fits.

Continuation of protection by the last employer or his insurer during 26 weeks of unemployment would be provided to the extent that if the employees are prevented from receiving their unemployment compensation by the disability payments, they will be paid the benefits to which they are entitled under the bill up to 13 weeks but not beyond the period to which they would if not disabled have been entitled to unemployment benefits.

The employer would be required to guarantee protection either by insur-

ance or self-insurance, and existing welfare funds created by collective bargaining would qualify until the bargaining agreement expires.

An assigned risk plan would be set up by the insurance commissioner so that no employer would be left unprotected.

## Name Baldwin, Brindisi, Fegundes

Prudential has appointed William H. Baldwin assistant manager at Phoenix; Albert Brindisi staff manager at Inglewood, Cal., and Anthony R. Fegundes staff manager at Oakland.

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**THE COLUMBUS MUTUAL LIFE INSURANCE COMPANY**

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**TERRITORIES:**

Opportunities open in: California, Florida, Illinois, Indiana, Iowa, Kansas, Kentucky, Maryland, Michigan, North Carolina, Ohio, Pennsylvania, Texas, Virginia, Washington, D. C., and West Virginia.



Three Named V.-P.'s, Three 2nd V.-P.'s; Others Advanced

## Hancock Raises Maher, Collier, Slater, Tierney, Thompson, Bleicken

Three promotions to vice-president and three to 2nd vice-president have been made by John Hancock Mutual Life. Advanced to vice-presidents are Frank B. Maher, Abram T. Collier and Robert E. Slater. Elected 2nd vice-presidents are Paul E. Tierney, George B. Thompson, Jr., and Gerhard D. Bleicken.



Frank B. Maher



Abram T. Collier



Robert E. Slater



Paul E. Tierney



George B. Thompson, Jr.



Gerhard D. Bleicken

Mr. Maher, whose entire business career has been with the company's district agency operation, was elected a 2nd vice-president two years ago. He served as district manager and field supervisor before going to the home office as superintendent of agents.

Mr. Collier, who heads the personnel operation, joined the company's law department in 1939 and served as associate counsel from 1944 until he was elected 2nd vice-president in 1950.

Mr. Slater, vice-president and controller, was with the actuarial staff of New York Life for 12 years and was a naval aviator during the last war. He joined John Hancock in 1946 as research assistant and was named controller in 1949.

Mr. Tierney, 2nd vice-president and auditor, began his John Hancock career in 1938 as a special consultant in the auditing department, was advanced to assistant auditor in 1942 and has been auditor since 1949.

Mr. Thompson started as a Hancock agent at Worcester in 1929, served as manager at New London and Worcester, and was regional manager for northern New England when he went to the home office as superintendent of agencies in 1948. Since 1951 he has been director of agencies.

Mr. Bleicken practiced law in Boston before joining the company in 1939. He was appointed assistant counsel in November of that year and since 1946, has

been associate counsel. He is a navy veteran.

In addition, John C. Blake, Arthur B. Worthley, Jr., and John Q. Adams were named assistant treasurers, and Carl V. Lindstrom and Walter A. Gallagher assistant secretaries.

## New Agency in Hawaii For Continental Assurance

Continental Assurance has entered Hawaii with the appointment of the Continental Insurance agency of Hawaii, Ltd. as its general agency there.

Heading the agency is Tin-Yuke Char; associated with him are Masatoshi Katagiri, vice president and treasurer; Samuel H. Higuchi, secretary, and Seiji Motoki, assistant treasurer and office manager.

The four men are former New England Mutual producers and have been in an agency devoted to fire, casualty, and bonds. The life operation will be under the supervision of Mr. Higuchi, who also is in charge of commercial A&H production through Continental.

## Jan. Conn. Mutual's Best

The largest month in company history was chalked up in January by Connecticut Mutual Life.

New business paid for totalled \$30,321,068, an increase of 12% over the same month last year. Production for the top previous month, October, 1947, was \$29,607,947.

## TDB Bills in Conn. and Pa. Are in Spotlight

A cash sickness compensation bill modeled after the New York law was introduced in Pennsylvania Monday under the sponsorship of the Republican majority in the legislature.

Pennsylvania and Connecticut are the two states that are regarded as the closest this year to enacting such legislation. In Connecticut the bill has the backing of a governor's commission and it also is on the New York pattern.

## Passes Investment Bill

The Iowa Senate has passed a bill to permit life insurance companies to invest funds in World bank bonds, with an amendment against aiding communist governments.

The bill would limit investments to 2% of a company's total assets and stipulates that none of the funds shall pay for loans to any communist government. The bill now goes to the Iowa House.

The Senate insurance committee offered two proposals to increase non-medical policies for life companies from \$5,000 to \$10,000 and to permit life companies to sell coverage for injury and property damage from steam boiler explosions.

## Contribution Bill in Neb.

No opposition was put forth to a bill in the Nebraska legislature to allow corporations to contribute to charitable undertakings as a business expense. Phillip E. Horan, attorney for Mutual Benefit H. & A., questioned as to his motive for supporting the bill, pointed out that charitable contributions are now prohibited and if they are made the company is open to possible policyholder suits. "If you don't want us to give the money away, we don't care a rap," Mr. Horan said. Similar laws have been passed in 26 states.

## Dallas Insurance Club Elects New Officers

Insurance Club of Dallas has elected R. Barney Shields, Great National Life, as president to succeed the late Eric C. Gambrell.

Mr. Shields was one of the original members of the club's board when it was launched two years ago, and he was elected vice-president last year.

J. Frank Smith, Southland Life, secretary of club since its organization, was elected vice-president. Hobart Price, insurance attorney, was named secretary, and James F. Mazzia, General Adjustment Bureau, was reelected treasurer.

## Gives Agent "Ad" Assist

Mutual Life has instituted a program to help agents make more and better use of local newspaper and radio advertising. It's based on "The Adalog," a 37-page booklet designed to motivate agents to greater local advertising, and offering a catalogue of mats and radio scripts, plus instructions as to timing and frequency of local ad campaigns.

Estimated costs are given, along with tips on persistency in advertising, selecting the best media, positioning newspaper, radio and direct mail local advertising.

## Eye Cover for Hunters

LANSING, MICH.—While the plan as yet has not crystallized into an actual bill, Rep. Nelson, Indian River, reportedly is working on a draft of a measure to provide \$10,000 life insurance to hunters in connection with purchase of their state licenses.

The policy would insure against death from gunshot wounds or would pay hospital and medical expenses incurred as the result of a hunting accident. License fees probably would be increased to cover the cost.

# AGAIN

in  
1952



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CAREER LIFE  
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at the Life Advertisers Association annual meeting in Montreal, the Company received an Award of Excellence for its unique and powerful "Key to Business Security" visual sales aid, gratifying recognition of the high calibre of effective sales material consistently furnished its Career Life Underwriters.



**EQUITABLE LIFE INSURANCE  
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## EDITORIAL COMMENT

### Why a Special OPA for the Life Business?

"Changes in Law Would Hike Insurance Costs" was the four-column headline on a story the *New York World-Telegram and Sun* ran Nov. 26, 1951, three days before the Condon committee of the legislature began holding hearings on the proposed revision of New York's expense limitation provision, section 213. The story said New Yorkers would pay "at least \$20 million a year more for life insurance" if the proposal went through and that "some estimates place the increased cost . . . as high as \$70 million yearly."

That story dominated the hearing and kept the committee members hammering at the industry representatives for their estimate of the probable increase in cost to policyholders. The story also demonstrated how the state of New York has got itself into a box through having set itself up as a sort of special OPA for the life insurance business, injecting itself into acquisition expenses and other production expenses to an extent unheard of in other competitive business operations.

Looking at section 213 candidly as something of human rather than divine origin, we may well ask: What is the justification for this sort of point-by-point regimentation of life insurance expenses when in other competitive businesses the law of demand and supply takes care of price levels and consequently the expense level? Why should New York legislators be in a spot where they must sweat at the possibility of scare headlines about life insurance cost increases when nobody blames them for boosts in the price of automobiles, shoes, pants, or soap?

The public interest most certainly demands that government set standards of financial and actuarial soundness and require companies to live up to them. Government has also the role of seeing that automobiles come equipped with safe braking systems, that milk is kept safe from contamination on its way from cow to consumer, that elevators are safe, that meats are processed under sanitary conditions. Safe brakes, safe milk, safe elevators, safe meats, and safe life insurance are all so affected with the public interested that government is justified in seeing that price competition does not imperil the specified standards of soundness and safety.

But having set up and enforced these standards government permits businesses to let competition determine prices—except, says the state of New York, when it comes to the life in-

surance business. What's the reason? Probably in good part because those responsible for enacting the Armstrong laws were so incensed at the various scandalous disclosures. They felt they not only had to tighten up the standards and their enforcement but nothing short of injecting the state into life companies' management would guarantee against a repetition of the pre-Armstrong type of monkey business.

The Armstrong disclosures, by themselves, would have brought about many reforms even without legislation. But it was natural that the pre-Armstrong excesses should be corrected by legislation that was itself excessive. Some of the more absurd limitations of the first Armstrong statute were corrected, but the underlying concept of the law persisted, which was that you could trust a life insurance executive about as far as you could throw his home office building. Principles of state regulation applicable to no other competitive form of business, once introduced have stayed on to hobble the business and keep it from the wider area of usefulness it should have had.

What has happened to companies operating under the restrictions of New York's section 213? Spencer L. McCarty, executive secretary of the New York State Assn. of Life Underwriters, presented some interesting figures on this point at the meeting of the association last fall. These showed that in 1931 the companies licensed in New York—domestic and out-of-state—accounted for 75.2% of the new paid-for ordinary business, excluding group, of all life insurance companies in the United States. This figure dropped to 72.6% in 1941, to 72.3% in 1942, rose to 72.7% in 1943, and from then on showed a drop in every successive year, reaching 65.2% in 1951.

It is significant that the decline in the share of total business that companies controlled by section 213 are getting was relatively gradual from 1931 to 1943 but has been decidedly steeper since that time. The period of sharpest drop coincides with the increasing impact of inflation, which hampered the section 213 companies much more than those outside its control.

New York's expense limitation law is often given credit for much of the growth that life insurance has experienced. It is true that the great period of life insurance expansion has occurred during the time section 213 and its predecessor, section 97, have been on the books. But in view of Mr.

McCarty's figures and what is obvious to any objective observer, isn't it more likely that life insurance has expanded in spite of section 213 rather than because of it? Isn't it more probable that life insurance would have expanded vastly more if so many of the biggest companies in the business had not been restrained by a New York law that has made an idol of low cost and given scant heed to the social desirability of spreading life insurance protection to more of those who need to be sold before they will buy?

Those who worry about public and newspaper reactions to rising insurance costs would do well to remember that when the Temporary National Economic Committee was investigating the life insurance business a dozen years ago it made something of a matter of evidence indicating that a relatively few well-heeled policyholders owned an extremely high percentage of the total life insurance in force. The inquisitors played up the small average amount that is left for the rest of the policyholders.

The *World-Telegram* story already cited referred to estimates running "as high as" \$70 million a year. If this figure was intended to apply to all policyholders — and it is not clear

whether it was for all policyholders or just those in New York—it would be less than 90 cents a year per policyholder. Ninety cents a year can still be seen with the naked eye, even in these inflationary times, but it hardly seems like a figure that should cause legislators or a state administration to shake in their shoes for fear of reprisals at the polls from outraged policyholders.

More to the point would be a little concern about a law that prevents life insurance companies from doing the job they should in seeking out breadwinners who have little or no insurance. Life insurance sales and in-force figures bulk impressively huge—but only because they are a lot more than any individual has in his wallet. For the job of protection that needs doing they are still disturbingly small, even though sales set a record in 1952.

As Mr. McCarty said in a talk at the American Assn. of University Teachers of Insurance meeting in Chicago last December, "any applications of laws or rulings that do not permit the fullest development of the life insurance business can have a deleterious effect upon the public it seeks to serve, whether that power is exercised by a political subdivision or is exercised by a corporation."

## PERSONAL SIDE OF THE BUSINESS

A luncheon at Chicago marking the 25th anniversary of President James H. Jarrell's association with Old Republic Credit Life was highlighted by the announcement that the company had written more than \$50 million in new business in 1952, an all-time record. In 1928 Mr. Jarrell joined Bankers Credit Life, which was

reorganized in 1931 as Old Republic Credit Life. He was named director of agencies in 1931, elected to the board in 1932, and appointed vice-president in 1934. He has been president of the company since 1943. In 1951 and 1952 he served as first chairman of the board of Consumer Credit Insurance Assn., which he helped organize.



James H. Jarrell

as Old Republic Credit Life. He was named director of agencies in 1931, elected to the board in 1932, and appointed vice-president in 1934. He has been president of the company since 1943. In 1951 and 1952 he served as first chairman of the board of Consumer Credit Insurance Assn., which he helped organize.

William H. Siegmund, general agent at Los Angeles for Connecticut Mutual Life, received the Bishop's Award of Merit for distinguished service at the annual convention of the Los Angeles Diocese of the Episcopal Church.

Miss Marion Robertson, who has been editor and in charge of institutional advertising for Bankers Life & Casualty at the home office for three years, has been appointed assistant

attorney general of Illinois. She will have offices in the State Office building at Chicago. Miss Robertson was admitted to the bar in Illinois last June. She is a graduate of University of Southern Illinois and studied law at the University of Illinois, where she graduated in 1950.

H. W. Heidbreder, district manager at Traverse City, Mich., for Metropolitan Life, was named Traverse City's "distinguished citizen for 1952" at a Chamber of Commerce banquet. The award was in recognition of Mr. Heidbreder's civic activities.

Spalding E. Michot, Kentucky manager for Ben Hur Life, and Mrs. Michot celebrated their 60th wedding anniversary at Louisville.

Dr. John B. Steele, vice-president and medical director, Volunteer State Life, is recovering from a serious illness in Erlanger hospital, Chattanooga.

W. C. Keesey, vice-president, investments, Fidelity Mutual Life, has been named general chairman of the 1953 Cancer Crusade in Philadelphia.

Grant L. Hill, vice-president and director of agencies of Northwestern Mutual, has been elected to the board of Milwaukee Y. M. C. A.

Denis B. Maduro, New York City lawyer and business insurance and estate expert, has left for Panama on a vacation. He will visit his mother,

Howard J. Burridge, President.  
Louis H. Martin, Vice-Pres. & Secretary.  
John Z. Herschede, Treasurer.  
420 E. Fourth St., Cincinnati 2, Ohio.



KANSAS CITY 6, MO.—605 Columbia Bank Bldg., Tel. Victor 9157. William J. Gessing, Resident Manager.

MINNEAPOLIS 2, MINN.—558 Northwestern Bank Bldg., Tel. Main 5417. Howard J. Meyer, Resident Manager.

NEW YORK 38, N. Y.—99 John Street, Room 1103. Tel. Beekman 3-3958. Ralph E. Richman, Vice-Pres.; J. T. Curtin, Resident Manager.

PHILADELPHIA 9, PA.—123 S. Broad Street, Room 1127. Tel. Pennypacker 5-3706. E. H. Fredrikson, Resident Manager.

PITTSBURGH 22, PA.—503 Columbia Bldg., Tel. Court 1-2494. Jack Verde Stroup, Resident Manager.

SAN FRANCISCO 4, CAL.—507 Flatiron Bldg., Tel. Exbrook 2-3054. F. W. Bland, Pacific Coast Manager.

### THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION  
PUBLICATION OFFICE:  
175 W. Jackson Blvd., Chicago 4, Ill.  
CIRCULATION OFFICE:  
420 E. Fourth St., Cincinnati 2, Ohio

ATLANTA 3, GA.—432 Hurt Bldg., Tel. Walnut 9581. Carl E. Weatherly, Jr., Southeastern Manager.

BOSTON 11, MASS.—207 Essex St., Rm. 421, Tel. Liberty 2-1402. Wm. A. Scanlon, Vice-Pres.

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CINCINNATI 2, OHIO—420 E. Fourth Street, Tel. Parkway 2140. Chas. P. Woods, Sales

Editor: Robert B. Mitchell  
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Assistant Editors: Ellsworth A. Cordesman, William H. Faltysek and Warren Kayes.

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Mrs. Lillian Maduro and his sister and two brothers, who make their homes there.

**Kenneth O. Force**, editor of THE NATIONAL UNDERWRITER with headquarters at New York, Monday successfully underwent an operation at Greenwich, Conn., hospital, that will keep him off the news trail for a month.

**Otto Haakenstad**, president, Western States Life, has been elected to the board of the Fargo National Bank.

**Herbert Adam**, vice-president of Penn Mutual, has been elected a member of the board of the Philadelphia Chamber of commerce.

**George B. Butler**, life commissioner and chairman of the Texas board of commissioners, is again at his office after a two-week stay in a hospital at Austin.

**George B. Gose**, vice-president and general counsel, Pacific Mutual, has been named by the Los Angeles Chamber of Commerce to a second term as a director, and to represent the chamber's life insurance committee on the board.

**H. W. Kordorfer** of Ray L. Kordorfer brokerage firm, the Bronx, has accepted the division chairmanship for solicitation of general insurance and life insurance agencies in the Bronx for the March 1953 Red Cross fund campaign of the New York chapter.

#### Four Companies Join H. & A. Conference

American Casualty & Life of Dallas, Dominion Life of Canada, Great Eastern Mutual Life of Denver and Reliance Mutual Life of Park Ridge, Ill., have been admitted to membership in H. & A. Underwriters Conference, bringing total membership to 190 companies.

#### Will Discuss Pensions

The American Pension Conference at its Feb. 19 meeting at New York City will hear a discussion of pension provisions for widows and orphans of pension plan participants who die before they begin receiving payments under the plan. Speakers will be Hilary Seal and Samuel Ain, New York City consulting actuaries.

## DEATHS

**GRAHAM C. WELLS**, 80, of East Orange, N. J., former president and treasurer of National Assn. of Life Underwriters, died.



He spent nearly 60 years in the insurance business. He was made general agent for Provident Mutual in Pittsburgh in 1900 and served two terms as president of the Pittsburgh Life Underwriters Assn. In 1920 he became general agent of Provident Mutual at New York City and for some years was a partner with Clancy D. Connell in the former Wells & Connell agency of Provident Mutual. He served as a president of the New York City association. At the time of his death he was consultant to United States Life, of which he was formerly a director.

**DONALD F. CAMPBELL**, veteran consulting actuary of Chicago, died at the age of 85 at Evanston hospital after having been incapacitated for five years. He was stricken soon after he retired in 1947. His son, Donald F. Campbell, Jr., has been carrying on the business. Mr. Campbell was born in Nova Scotia and graduated at Dalhousie College. He got several degrees at Harvard and taught there two years; then in 1900 he went to Armour Institute of Technology at Chicago as head of the mathematics department and continued in that capacity until 1927. At the same time he developed a consulting business starting with foreign language fraternals and small life insurance institutions and later getting into the municipal pension fund field extensively. He is credited with being the author of the 1927 act in Illinois governing the organization of so-called assessment legal reserve life companies. There are now some 27 insurers that were formed under that act.

**R. E. BOONE**, general agent at Tuscaloosa, Ala., for Pacific Mutual, died in Memphis, Tenn., following a brief illness. He had been with Pacific Mutual

at Tuscaloosa for nearly 30 years, as agent and cashier, and since 1949 as general agent in partnership with Stanley Park, who becomes general agent.

**WARREN J. ROBINSON**, 81, former general agent at Ravenna, O., for Midland Mutual Life, died. He served as mayor of Ravenna from 1923 to 1925.

**WINSLOW S. BURNETTE**, 55, general agent at Sioux Falls, S. D., for Northwestern Mutual, died unexpectedly in Los Angeles, where he had been vacationing. Mr. Burnette joined the company in 1921, became district agent at Aberdeen in 1925, and general agent in Sioux Falls in 1938.

**LEONARD G. FULFORD**, general agent at Knoxville for Provident Life & Accident for 20 years, died suddenly in Baltimore, where he had gone for a physical check up.

#### Joins American Bankers

**V. Stephen Courtney**, formerly with the underwriting department of Pyramid Life of Little Rock, has joined

American Bankers Life as chief underwriter. He is an air force veteran.

#### Insurance Counsel Group to Meet in Pa. Aug. 19-22

The Federation of Insurance Counsel will hold its convention at the Bedford Springs hotel, Bedford, Pa., Aug. 19-22, it was announced by Charles B. Robison of Chicago, president, following a meeting of the officers and board of governors at Chicago. Kent H. Meyers of Cleveland, executive vice-president, is in charge of the convention program.

#### Farm Bureau Benefits

Retired employees of Farm Bureau Insurance now are receiving free group hospital and surgical insurance, an innovation in the group insurance field.

Results of the program will be studied carefully, since few actuarial statistics are available on the over-age group. The plan applies also to wives of retired employees.

#### Honor Moody with Record January Production



Agents of American National produced a record \$73,614,696 in new ordinary life in January during the traditional campaign honoring President W. L. Moody, Jr. Mr. Moody, considered to be the oldest active president of a major life company, marked his 88th birthday during the month. He founded the company in 1905.

Shown here, from left, are W. W. Cherry, assistant to the vice-president (Industrial); R. A. Furbush, vice-president (Industrial); Mr. Moody; W. L. Vogler, executive vice-president; D. J. Martino, superintendent of ordinary agencies, and George Christopher, director of sales promotion (ordinary).

# CENTRAL STANDARD LIFE INSURANCE COMPANY

Founded 1905 —

211 W. Wacker Drive Chicago 6

All forms of Life • Accident & Health

ALFRED MACARTHUR  
Chairman of the Board

E. H. HENNING  
President



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a difference  
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★  
and WHOM  
you represent!

"Hold up the take-off thirty minutes!  
Must be a VIP..."

A "Very Important Person" is correct! The right name can keep planes on the ground and trains in the station. Yes, it makes a big difference who you are.

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Registered Life Protection

**Republic National  
Life Insurance Company**

Theo. P. Beasley, President

Home Office: Dallas

Life Insurance in force exceeds \$435,000,000.00

## NEWS OF COMPANY MEN

### Thompson Leaves Michigan Department; Others Raised

Herbert B. Thompson, chief deputy commissioner of Michigan, has resigned, effective Feb. 11, to go with H. J. Mc Laurin & Associates, Aetna Life agency at Detroit, as business consultant and legal counsel.

John W. Wickstrom, who has been second deputy, was advanced to chief deputy, and Norman Wade, director of the audits and taxation division, was made director of the personal insurance division to succeed Mr. Wickstrom, who held that position in addition to being second deputy.

William Flint, public relations director in charge of complaints, in addition to continuing in that capacity, becomes second deputy. No successor to Mr. Wade so far has been chosen.

Mr. Thompson, who has been with the department eight years and who drafted virtually all of the department-sponsored legislation during that period, will continue briefly in a consulting capacity to the commissioner after joining the Detroit agency. Before joining the department, he practiced law at Detroit and represented Michigan Life Underwriters Assn. as secretary and counsel and also represented Life Insurance Assn. of America in Michigan. Earlier he was financial editor of the Detroit Times and directed the investment division of the Detroit Better Business Bureau.

Mr. Wickstrom has been with the department since 1937, except for a period of naval service. Earlier he was with the internal revenue bureau. He started with the department as an examiner, headed the A. & H. division for a time, later the life division, and became second deputy in 1951, combining that function with direction of the personal insurance division.

Mr. Wade has been with the department since 1930, serving with the examining force, in the licensing division, and most recently heading the audits and taxation division. Mr. Flint, with the department as public relations chief since 1949, has had a broad experience in the agency and company field, chiefly as a company special agent.

### Gossett, Psomas, Trapnell Raised by Guaranty Union

Guaranty Union Life has promoted Edgar M. Gossett, Jr., former chief accountant, to controller. Hector R. Psomas will succeed Mr. Gossett. Charles F. Trapnell was promoted to manager office services department and company purchasing agent. Mr. Psomas and Mr. Trapnell are former administrative assistants in the executive department.

### Two to Home Office

National Equity Life has appointed two men to positions in its home office at Little Rock. Murrelle Watkins, formerly an agent at Little Rock, becomes assistant to the president, and Z. P.

King, formerly manager at Little Rock for Southland Life, joins the savings and loan department as vice-president.

### 5 Mortgage Loan Men Are Promoted by Travelers

Five men have been advanced in the mortgage loan department of Travelers. Donald Douglas has been appointed manager, city loan division and George A. Fletcher, manager, farm loan division. James Truesdall and James A. Stewart have been appointed assistant managers, city loan division, and Stanley J. Rees has been named superintendent of accounting.

Mr. Douglas, who has been assistant manager, city loan division since 1948, succeeds Frederick A. Davis, who was elected assistant secretary, mortgage loan department. Mr. Douglas joined Travelers in 1935 in the mortgage loan department at Detroit, and was transferred to the home office in 1938. He is a Canadian army veteran.

Mr. Fletcher succeeds Roger C. Wilkins, elected secretary, mortgage loan department. Mr. Fletcher has been assistant manager of the farm loan division since 1950. He went with Travelers in 1933 at Portland, Ore., as a farm superintendent and appraiser and joined the home office in 1949, as a field supervisor in the farm loan division.

Mr. Truesdall joined Travelers in the mortgage loan department at Detroit in 1938, was transferred to the home office staff in 1941, and was assigned to Cleveland in 1942. In 1946 he went to the Detroit office, rejoined the home office staff in 1948 and was named a field supervisor in the city loan division. He is a navy veteran.

Mr. Stewart joined the home office in the mortgage loan department in 1939, was later assigned to the Detroit office, and rejoined the home office in the city loan division in 1946, to be named a field supervisor. He also is a navy veteran.

Mr. Rees joined Travelers in the mortgage loan department in the home office in 1922, was appointed assistant supervisor in 1940 and has been supervisor since 1947.

### Swanson, Laub Named by Monarch Life of Mass.

Monarch Life of Massachusetts has elected Raymond C. Swanson agency vice-president and Roswell C. Laub, vice-president.

Owing to ill-health, Mr. Laub has relinquished his position of director of agencies, but continues as a vice-president with general advisory duties, and as a director. Mr. Laub has been in poor health for some time and on leave of absence since last November. With the company 25 years, he was general agent at Springfield, Mass., from 1931 to 1942, when he became vice-president in charge of sales.

Joining the company in 1932, Mr. Swanson later held several agency posts and most recently was general agent at San Francisco.

### Promote Heaman, Otterbein

North American Life of Toronto has appointed G. M. Heaman, assistant comptroller and J. M. Otterbein, executive assistant. Mr. Heaman was pre-

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viously manager of the audit department, and Mr. Otterbein, manager of the planning department.

## Minnesota Mutual Ups Five Home Office Men

Minnesota Mutual Life has advanced David P. Cartwright and Frank Somers to assistant underwriting officers, Edwin A. Johnson and Emmett Harris to assistant treasurers, Russell K. Moore to assistant secretary, and C. A. Hamm to group secretary.

Mr. Cartwright went with Minnesota Mutual in the comptroller's department in 1939, and later became manager of the payroll division and supervisor of the policy issues department. Mr. Somers joined Minnesota Mutual in 1931 in the premium division, was transferred to the accounting department and later became senior underwriter in the underwriting department.

Mr. Harris went with Minnesota Mutual in 1936 as junior securities analyst and became senior analyst in 1949. Mr. Johnson joined the company in 1926, was admitted to the Minnesota bar in 1931 and was transferred to the mortgage loan section of the investment department that year. Mr. Moore was admitted to the Minnesota bar in 1932 and then joined Minnesota Mutual in the actuarial and policy loan departments. He was manager of the reinsurance division before being transferred to the investment department. Mr. Hamm went with Minnesota Mutual in 1924 and since that time has worked in various departments. In 1943 he transferred to the group department.

## Hans Guenther Supervisor of Agencies, Fidelity Mutual

Hans Guenther has been appointed supervisor of agencies by Fidelity Mutual Life. Mr. Guenther, formerly supervisor in the Jannuzzi agency at Newark, started his life insurance career with Fidelity in 1948.

On a trip across country in 1951 Mr. Guenther sold more than \$2 million of National Service Life Insurance to marines on a troop train. He himself is a marine veteran.

## Jefferson Standard Ups

### Tatum, Sapp, Brockmann

Jefferson Standard Life has given the newly created title of assistant vice-president to three home office men. They are S. C. Tatum, associate actuary; V. A. Sapp, controller, and O. R. Brockmann, coordinator. All will retain their present titles.

Mr. Brockmann joined Jefferson Standard in 1923, was appointed agency auditor in 1931 and home office auditor in 1936. He became assistant secretary in 1943 and coordinator two years later.

Mr. Sapp, who has spent his entire business career with the company, started in 1919 and became cashier the following year. He was named assistant controller in 1936 and controller in 1939.

Mr. Tatum was named assistant actuary shortly after joining the company in 1926. He was promoted to associate actuary in 1943. He is a fellow of Society of Actuaries.

## J. D. Horton, W. A. Sims Win Promotions from B. M. A.

Business Men's Assurance has advanced Jack D. Horton from reinsurance underwriter to chief underwriter for reinsurance, and William A.



W. A. Sims



J. D. Horton

Sims from underwriting supervisor to chief underwriter.

Mr. Horton has been with B.M.A. since 1924 and Mr. Sims since 1938.

B.M.A.'s increased participation in the reinsurance field necessitated appointment of a special chief underwriter for reinsurance.

## CHANGES

### N. Y. Life Has Tri-Partite Agency Setup at Phila.

Two more branch offices of New York Life will shortly be opened in Philadelphia to supplement the activities of the company's present local headquarters at 1616-1626 Walnut street.

One new office, the Mayfair branch, will be located at 6351 Roosevelt boulevard, its territory including Bucks and Montgomery counties; the other, the Delchester branch, will be located at 7052 Garrett road, Upper Darby, and will serve Delaware and Chester counties.

Edwin S. McCoach, Jr., will head the Delchester office and William G. Copeland will be in charge of the May-

fair office. Both formerly were associate managers of the Philadelphia branch. This office will now be directed by Timothy P. Crowe, former



T. P. Crowe



W. G. Copeland

New York Life manager at Rochester, N. Y.

Mr. McCoach joined the company as an agent in 1948, becoming assistant manager at Philadelphia in 1950 and associate manager a few months later.

Mr. Copeland went with New York Life as an agent at Philadelphia in 1948. Two years later he also was named assistant manager at Philadelphia and shortly thereafter associate manager.

Mr. Crowe has spent his entire busi-

*Congratulations-*

to the members of our  
Field Organization on reaching a

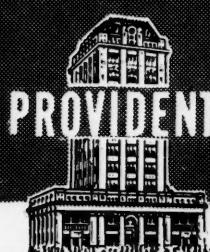
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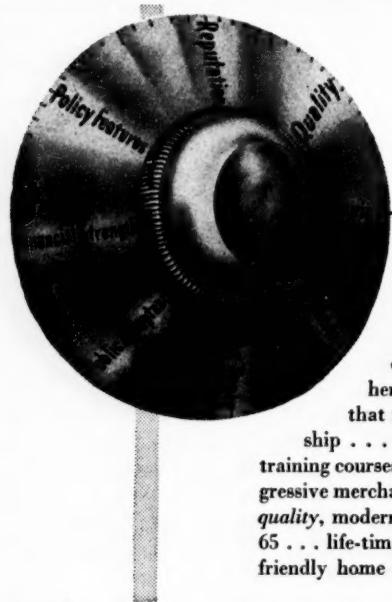
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## THE RIGHT COMBINATION

DOORS that seem locked can be opened with the right combination. Indianapolis Life has the combination for opening the doors of success to career underwriters. For here is a company offering *all the elements* that make for a happy, profitable relationship . . . programming schools . . . complete training courses . . . business and tax seminars . . . aggressive merchandising materials . . . complete line of quality, modern, low-cost policies from birth to age 65 . . . life-time service fees . . . and a cooperative, friendly home office that makes selling a pleasure.

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AGENCY OPPORTUNITIES IN Illinois, Indiana, Iowa, Ohio, Michigan, Minnesota, Texas

Will You Retire?

Just like the cobbler's kids always being without shoes, most insurance men, who watch out for their clients' retirement, neglect their own. How about You?

The Pacific National man AUTOMATICALLY builds His retirement income . . . without paying a penny for it! Our non-contributory plan is considered one of the finest in the industry . . . Write Kenneth W. Cring today about our program and the choice general agency openings available with . . .

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FLORIDA, ALABAMA, GEORGIA, NORTH  
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#### Personal Producers:

Did You Produce \$400,000 Or More Last Year?  
Did You Sell Your First Policy Less Than Five Years Ago?  
Are You Sincerely Interested In An Agency Of Your Own?

If so, we would like to hear from you. To a limited number of Agents meeting our requirements we are prepared to offer:

1. A \$3000-\$5000 increase in first-year commissions.
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George T. de Hueck  
Director of Agencies

### AMERICAN BANKERS LIFE ASSURANCE COMPANY OF FLORIDA

345 N. E. Second Avenue, Miami, 32, Florida



ness career with New York Life, starting in 1930 as an agent at Syracuse. He was named assistant manager there a year later and in 1936 he was appointed Rochester manager.

### Travelers Promotes Trunk

Harold F. Trunk has been named manager, life, accident and group lines, at Fresno, Cal., for Travelers. He has been in the same capacity at the Fresno agency branch of the company since 1944 and has been associated with Travelers since 1926, when he joined the company as a group supervisor at San Francisco. He was named field supervisor there in 1927 and assistant manager with headquarters at Fresno in 1937.



### Linman to Bankers, Neb.

Luther A. Linman has been appointed general agent for Bankers Life of Nebraska at Galesburg, Ill.

Mr. Linman formerly was with Guarantee Mutual Life as general agent there.

### Lee to Guaranty Union

Guaranty Union Life has appointed C. C. Lee as general agent for the San Francisco Chinese community. Mr. Lee, a former member of the Chinese diplomatic corps, began his career in life insurance in 1950.

### Three Prudential Coast Changes

Two promotions and one temporary appointment have been made by Prudential in California.

Robert C. Weissgerber has been raised to manager of the new Cabrillo district office, San Diego; Jim McCall has been promoted to staff manager in the Mission district office; and Howard W. Davis, associate district group sales manager at San Francisco, has been placed in charge of that office during the illness of Ragnvald Bernt, district group sales manager.

Mr. Weissgerber joined the San Diego district agency in 1941, and was advanced to staff manager in 1948. Mr. McCall joined Prudential as a district agent in the Mission office in 1951. Mr. Davis went with the company in 1947 at Newark in the group service division, was named home office representative at Seattle in 1948, and associate district group sales manager at San Francisco in 1950.

### Penn. Mutual Ups Phillips

Harry Phillips, Jr. has been appointed associate general agent of Penn Mutual's Drimal agency at New York City. Mr. Phillips joined the company in 1931 and from 1945 until 1948 was a partner in the Engelsman-Phillips agency, New York. He served in both world wars.

### Morgan Promoted at Atlantic

Roy F. Morgan, Jr. has been appointed agency supervisor of the R. F. Morgan agency at Atlanta of Mutual Benefit H. & A. He was in the air force in Puerto Rico before joining the company at Omaha where he took special training.

## ACCIDENT

### Galloway A. & H. Speaker

MILWAUKEE—John G. Galloway, Provident Life & Accident, Birmingham, Ala., president of International Assn. of A. & H. Underwriters, spoke at the February luncheon meeting of Milwaukee A. & H. Assn. Members of Milwaukee Assn. of Life Underwriters were guests.

Announcement was made of a statewide membership drive, under supervision of Tom Callahan, Time, Milwaukee, International vice-president, Feb. 15-March 1.

### Hear McKinnon at Lansing

Leonard A. McKinnon of the McKinnon & Mooney agency, Flint, Mich., vice-president of International Assn. of A. & H. Underwriters, addressed the Lansing association at an open meeting to which all agencies of the area were invited.

Speaking on: "How to Build One of the World's Largest Underwriting Agencies," he explained his agency's advertising methods and paid tribute to the International association for its help to agents. He devoted part of his talk to key man coverage and partnership income protection.

Lester Peters, Metropolitan Life, Lansing president, emphasized the need filled by the association in acquainting agents operating in this specialized field with each other. He said the association helps improve production methods of all members.

### Hear Dunning at Buffalo

James D. Dunning, director of A. & H. sales for New York Life, spoke at the Feb. 2 meeting of Western New York A. & H. Assn. at Buffalo on "A. & H. Sales—Your Opportunity."

### New Conference Member

Benefit Assn. of Railway Employees of Chicago has joined H. & A. Underwriters Conference. This brings the membership to 188 companies.

### Claim Talk at Detroit

Alec Cairns of the claim department of Federal Life & Casualty, spoke at the Feb. 10 meeting of Detroit Assn. of A. & H. Underwriters on "Claims."

### Hike Blue Cross Rates in Va.

Tidewater Hospital Service Assn. (Blue Cross) serving the Norfolk-Portsmouth area, has increased rates to a total of \$150,000 on its 65,000 subscribers. Last year the organization lost \$54,000 while additional losses amounting to \$125,000 were suffered by the seven participating hospitals. All contracts except those for ward beds were increased an average of 18%.

### A. & H. Bill in Congress

The so-called uniform A. & H. policy provisions bill that was approved in 1950 by N.A.I.C., has been introduced for the District of Columbia in Congress by Rep. Talle of Iowa.

Pilot Life has been given the green light to solicit students and teachers in the parish of Lafayette, La., for its \$1 per year student accident policy.

# POLICIES

## Rounds Out A. & H. Portfolio

Guardian Life is issuing two hospital expense policies which, in addition to its commercial and non-cancellable A. & H. policies, round out the company's personal A. & H. portfolio.

One of the new plans is for individuals; the other covers all eligible members of a family. The basic benefit in both policies is a fixed daily benefit for hospital confinement or the employment of a registered nurse in the home, plus provision for the payment of hospital extras up to 15 times the single daily benefit.

A surgical fees provision and a polio expense rider treatment offer coverage up to \$5,000.

## Colonial Life Rates Dip

An over-all adjustment of rates for policies issued by Colonial Life results in a general reduction in premiums, although at some ages rates have increased slightly.

## \$50,000 for Accidental Death

Ohio State Life has increased accidental death benefit No. 1 on any one risk to \$50,000. Accidental death benefit No. 2 remains at \$25,000. However, the combined amount of Nos. 1 and 2 on any one risk is \$50,000.

## Pyramid Makes Policy Changes

Pyramid Life has reduced payment periods on family income riders to pay up the 10, 15 and 20 year riders in eight, 12 and 16 years respectively, with no increase in premium rates. Non-medical limits were increased from \$7,500 to \$10,000 for ages 0-40 and from \$3,000 to \$5,000 for ages 41-45 at issue.

## Prudential Writes to Age 70

Prudential is considering applicants at ages 67-70 for ordinary insurance on the whole life paid-up at age 85 plan. Standard, special A and special B rating policies will be available. The maximum limit of amount, including all Prudential ordinary insurance, will be \$125,000 for a standard risk aged 67 and \$100,000 for all other applicants at these ages.

Phoenix Mutual has increased its disability income limits from \$250 to \$350 per month with certain occupations excepted.

Coastal States Life has increased non-medical limits from \$5,000 to \$10,000 for ages 6 to 40.

Standard Life of Mississippi is now writing A. & H. It is beginning with the customary accident, sickness and hospital benefits.

## Child Labor Violations

WASHINGTON—The 1952 fiscal year annual report of the wage and hour division, Department of Labor, which has the job of administering the federal child labor law, indicates that during the year 1950 establishments in the insurance business were investigated for alleged violations of that law. Only four such establishments were found engaged in such violation, or 1% of the total.

In 76 insurance establishments, the report shows, minors under 18 years of age were found to be employed to the number of 434. Ten minors were found employed in insurance establishments in violation of child labor provisions,

representing 2% of the total of such minors employed in the establishments.

## Mich. Committees Named

LANSING—Committee assignments in the Michigan legislature have been made although no insurance bills so far have appeared.

Leo H. Roy, Hancock agent, again was named chairman of the senate insurance committee. James Teahan, Owosso, heads the labor committee to which workmen's compensation bills are assigned, and George N. Higgins, Ferndale, again heads the taxation committee.

In the lower house Andrew Bolt, Grand Rapids, is again insurance committee chairman. Harry Hermann, Laurium, heads the labor committee, and Louis E. Anderson, Northport, the taxation committee.

# SALES MEETS

## Aetna Leaders Club Elects Lowing at Two-Day Seminar

Aetna Life Leaders Club, at a two-day seminar on advanced life underwriting at the home office, elected Don M. Lowing of Muskegon, Mich., president; V. John Krehbiel, Pasadena, Cal., vice-president; David P. Faxon, Camden, N. J., secretary, and W. G. Adams, Toledo, O., treasurer.

Activities included a forum on the tax aspects of estates planning, sponsored by New York City C.L.U.'s, and a round table discussion of the company's estate control, business insurance, and pension trust programs, led by Robert B. Coolidge, vice-president.

Mr. Krehbiel, Kenneth H. Mitchel of Los Angeles, Leonard Stiller and Wallace Ott of San Francisco, and W. B. Feldenheimer, Portland, Ore., paused between seminary sessions to examine some century-old company policies.

They found that in 1853 their west coast territories were out of bounds for company policyholders. At that time, travel west of the Rocky mountains, without company permission, was enough to void a policy. Last year, however, the five produced more than \$4,250,000 in new business.

## Mutual Benefit Plans

### General Agents Meeting

A discussion of company progress and plans will highlight the annual conference of general agents of Mutual Benefit Life which will begin Feb. 23 with a meeting of the General Agents Assn. at the Essex house, New York City, followed by two days of general sessions at the home office.

On Tuesday morning, Richard E. Pille, vice-president in charge of agencies, will welcome the general agents, after which President H. Bruce Palmer will discuss company trends. Other speakers include vice-presidents Harry W. Jones, Milford A. Vieser and William F. Ward. Charles G. Heitzeberg, associate director of agencies, is chairman of the day's session which will end with the presentation of production awards.

Stuart A. Monroe, director of field supervision, is in charge of Wednesday sessions which will include talks by John J. Magovern, Jr., vice-president and counsel; Paul T. Rotter, associate mathematician; James P. Moore, Jr., comptroller, and Mr. Heitzeberg.

## Wage Decontrol Effected

WASHINGTON—Wages and salaries in the insurance field are exempted from government regulation and control under the defense production act, as a result of an executive order issued by President Eisenhower, effective Feb. 6.

Meanwhile, Chairman Killingsworth of the wage stabilization committee announced that adjustments proposed in some 9,200 petitions pending before the agency in Washington and 14 regional offices could be placed in effect under the executive order.

These petitions involved changes in wage rates, adjustments in fringe benefits, and pension plans. In addition, it was stated, adjustments proposed in some 1,500 pending health and welfare plan reports can be placed in effect.

It was emphasized, however, that the executive order does not rescind modifications or denials in petitions made under the wage stabilization program. In two years 134,000 wage adjustment, pension or profit sharing plans were received by wage officials, also 33,000 health and welfare reports.



MAX MATSON, CLEVELAND

# Mutual Benefit Life men continue to Set Records

LIKE OLD MAN RIVER, those Mutual Benefit Life men "jest keep rollin' along" setting new volume records year after year.

During 1952 these men, with a total of \$267,192,307 established a new Company volume record for the third consecutive year. "Lives," with 30,780, increased for the fifth straight year in spite of a contrary industry trend.

Max Matson, of Cleveland, celebrated his 20th Anniversary by leading the Company with a new, all-time, individual annual record of \$3,835,462. During his twenty years with the Company,

"Matty" has qualified for the exclusive Million Dollar Round Table 18 consecutive years.

The continuing growth of Mutual Benefit Life is further evidence that "selling through service" pays off.

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**MUTUAL**  
**BENEFIT**  
**LIFE**  
INSURANCE COMPANY

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Guardian's

## Disability Income Provision

\$10 per month per \$1,000 insurance—offers peace-of-mind protection against the *living death* of total and permanent disability. This is just one of many attractive features which puts the GUARDIAN Field Man in a preferred sales position.

For full details, please call  
your nearest Guardian office.

### LIFE-ACCIDENT AND HEALTH

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The ILLINOIS MUTUAL CASUALTY COMPANY, home office — Peoria, Illinois, has the tools with which you may build the best Accident—Sickness—Hospital—Medical—Surgical and Fdico insurance business in your community. Over 40 years' experience in insurance confined exclusively to this field. Desirable agency openings in Illinois, Indiana, Michigan, Minnesota, Missouri, Ohio and Wisconsin.

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## Another Year of Progress

Year by year for 63 years the Woodmen of the World has grown in membership, insurance in force and assets. And 1952 was no exception. The Society's gross assets at the close of the year were \$5,868,000 greater and now exceed \$187 million. Insurance in force showed a gain of \$23,544,000 to total \$539,715,000.

**WOODMEN OF THE WORLD**  
LIFE INSURANCE SOCIETY  
OMAHA, NEBRASKA

## Sales Ideas That Work

WRITES "PATHFINDER" ARTICLE

### Paris, Ky., Agent Tells How to Overcome Prospect's "Can't Afford It" Objection

*Pathfinder* magazine recently ran the following article by James Gorey, life and general insurance man of Paris, Ky. In it he gives some advice on how to handle the prospect who "can't afford it." The article was headlined "I'll Bet I Can Sell You More Life Insurance." It is reprinted here by permission of *Pathfinder* magazine.

Mr. Gorey represents Travelers for life insurance and also owns an agency doing a substantial general insurance business.

By JAMES GOREY

"I realize those policies would be wonderful to have, Jim, but honestly I can't afford them. Why, we can hardly make our income stretch as it is."

If I've heard that once, I've heard it 10,000 times in the 18 years I've run an insurance business across from the courthouse in Paris, Ky. Ours is a small city—only 6,912 population by the 1950 census—but I am quite sure insurance agents come up against this problem in any community.

That's why I am now writing the first magazine article of my life. I can't go deeply into every client's personal finances and tell him how he can afford more life insurance. Not in person. It isn't always tactful. But I can do it here.

It's high time somebody did. Americans are not carrying as much insurance today, in proportion to their incomes, as they did in 1940. If they were to do so, statistics show that the average policyholder would have to increase the size of his policy by *nearly two thirds*.

Could you do that? Or would your answer, too, be: "I can't afford it."

If so, ask yourself this question: Could you afford to give your family protection *without* insurance? We have, here in Paris, a young man who is doing exactly that. Physically disabled, and unable to get insurance, he is setting up a protection fund for his family by putting aside all the proceeds from one of his businesses. His goal is to accumulate \$50,000 in seven years.

Now that is *really* something few Americans could afford. How much easier it is to carry \$50,000 in insurance. With it, you can feel secure that your family would get the full \$50,000 should you die in seven years or seven days. Moreover, you probably will have many, many years in which to pay up your policy.

I don't say it's easy. You must always give up something to get something. But you can do it without being rich, and without becoming "insurance poor."

I know, because my own income fits me squarely in the "middle income" bracket, and I carry more than \$50,000 in insurance. Furthermore, I do it while supporting a wife and seven children. The oldest is in college; the youngest, little Ann, is not yet in grade school. Our food bill alone is \$70 a week. Yet even with our heavy insurance load (I only wish it could be heavier), we really live. That's the tradition in our bluegrass country, where people live with the ease of grazing

race horses (but regrettably are usually insured for much less than the horses).

Maybe we see fewer movies than some folks. Maybe I do eat sandwiches instead of a full meal at noon. But we have a comfortable, if not flashy, home. Our car, though a 1949 model, gives us good service; and we have splurged on a 21-inch TV set.

Like the vast majority of middle-income Americans, I somehow manage to afford what I want to afford. But unlike too many of them, I place insurance very high on my "I want to afford" list.

And here we get to the truly personal part of what I have to say, the part I can't tell my clients to their faces. It's this: If you "can't afford" more insurance, it's probably because you are not a good manager of your family finances. You probably do not control the *optional* expenses in your family budget—if you bother to keep a budget at all. I don't claim to be any master manipulator of the family budget. I struggle to make ends meet like everyone else. But I do know that the secret of affording insurance lies in the control of the "don't have to have" expenses.

You can do this, if you're really willing to form a new habit. Here's one proven method:

1. For one month's time, jot down in a notebook every single expense you or your family incur. You'll have to do this at the end of each day; otherwise you may forget. You'll find that the very act of writing down expenses will cause you to save a little money here, a little there; saving becomes a challenge, almost a game.

2. At month's end, total the expenditures by categories: food, movies, baby-sitters, dances, taxis, gasoline, rent or mortgage payments, etc. Now you're in for a second shock. If yours is an average family, you've spent much more on optionals than you ever realized. You suddenly see that it wasn't the high cost of food and housing that was stretching your budget, but the high cost of non-essentials.

3. Next step is to determine where you could cut, then budget your optional expenditures for a month and try to stick to your budget. You may not save all you wish to, but you will save, and in the process, you're developing the saving habit. You may find it easier to budget optionals if one person (you or your wife) withdraws all the money for optionals from the bank at one time, then rations it out day-to-day to the other members of the family.

Two or three months of this, and you'll be looking up your insurance agent. And you will be conditioned for the next step in saving for insurance. It's this: Don't try to buy more than one thing at a time on an installment plan. The \$10 per month that a man of 35, for example, spends on a new appliance would buy from \$5,000 to \$30,000 protection for his family, depending upon what insurance plan he chooses.

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What kind of insurance should you buy? To this question I say, "See your agent." A retirement-minded man of 45 may need annuities. A young couple may find straight life plus term insurance is the answer. Or you may be most interested in insuring your children's education.

Only recently, I heard about a boy from our area who is today attending one of our finest universities, with his

expenses paid—thanks to insurance. His father, a relatively low-paid utility lineman, "couldn't afford" insurance either. But he managed, by careful budgeting, to buy a college policy. That was many years ago. Three months after taking it out, he was killed.

You could die just as suddenly. And you probably could afford protection if you but would. That's why I'll bet I could sell you more life insurance.

## Troth Really "Personalizes" Group Appeal

NEW YORK—Paul H. Troth, New York Life's director of group sales promotion, makes good use of his ability as a "chalk-talk" artist in explaining group insurance sales opportunities at life underwriter association meetings, sales congresses, and in his company's training programs and pro-

grams. Deft strokes he converts the "O" into a youngster and the "R" into Mamma. Thus, he makes the point that not only is group a sale by itself, but assuming an average of two dependents per worker, even the minimum 25-life case involves 75 lives with the resulting opportunity for sales of ordinary.



Paul Troth

duction club meetings. He starts out with the word "GROUP" and then proceeds to "personalize" it to show how it leads to additional prospects and promotes good will in the community.

Starting from the right, he uses the "U" and "P" as the basis for the blue-collar breadwinner. With a few more

The letter "G" is left unadorned. Somebody usually asks what about "G" whereupon Mr. Troth sketches in the employer and turns the "G" into a halo symbolic of the good will and improved employer-employee relationship that results from having a program of group coverage.

## Kiefner Will Run L. A. A.

### Eastern Round Table

NEW YORK—Frederick J. Kiefner, advertising and publications manager of Provident Mutual Life, will serve as chairman of the 1953 eastern round table of the Life Advertisers Assn. to be held at Hotel St. Moritz, New York City, April 9-10. He will be assisted by a committee of eight.

### Boost Reardon in Mass.

BOSTON—Insurance Brokers Assn. of Massachusetts has proposed H. A. Reardon, its former president, for insurance commissioner. President F. H. Hitchcock gave Gov. Herter a letter endorsing this suggestion signed by the members of the executive council of the association, and Secretary M. B. Flanders by mail asked members who were in favor of Mr. Reardon to write the governor. Mr. Reardon served three terms as president, during which time the membership of the brokers association grew sharply, and since

then has been an articulate spokesman through its monthly letter "Lines for Brokers".

### Life Insurer '52 Corporate Stock Purchases Down 33%

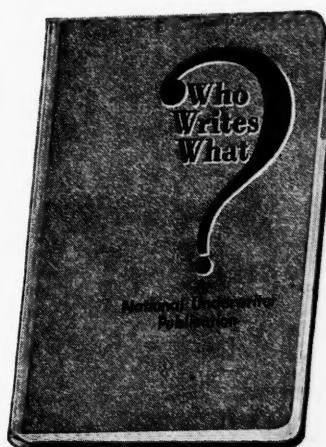
Purchases of corporate stocks by U. S. life companies were under \$200 million in 1952, one-third less than the year before, according to Institute of Life Insurance.

Aggregate life company holdings of stocks at the start of 1953 were estimated at well over \$2,300,000,000, about \$100 million more than at the start of 1952. Stocks are carried by the life companies at market value in year-end valuations.

Preferred stocks accounted for more than half of the 1952 acquisitions, in contrast to the 1951 experience, when common shares represented well over half of the year's total. There also was a shift in the emphasis on type of security. In 1951, about two-thirds of the stocks bought had been industrial corporation shares, but in 1952 public

utility shares led the list, accounting for a little over half of all stock purchases. In the first eleven months of 1952, life company purchases of stocks amounted to \$170 million, compared with \$256 million in the corresponding period of the previous year.

## Who Writes the UNusual?



The NEW 1953

"Who Writes What?"

tells you

at-a-glance

Where **YOU** can place  
those **UN**usual risks  
and **EARN**  
**EXTRA** Commissions!

### What Companies write—

Accident Expense Reimbursement?  
Aviation Accident? Polio?  
Aviation Life—Who, How?  
Credit Life and Disability?  
Deferred Survivorship Annuities?  
Diabetics?—(Selected Cases)  
Disability Income for Women?  
Family Group? Term to 65?  
Family Income—\$20 per \$1,000?  
Five Year Endowment?  
Group Deposit Administration?

Group Medical Catastrophe?  
Insurance up to Age 70?  
Joint Contracts on 3 Lives?  
Juvenile—"Quintupled" at 21?  
Large Amounts?  
Mortgage Protection?  
Overweights—Ulcer Cases?  
Single Premium Ret. Annuities?  
Single Premium Juvenile?  
Sub-Standard over 65?  
Term at Older Ages?

### And Hundreds of other Unusual forms?

#### Helpful to MANAGERS

in Advising Agents on  
Unacceptable Cases!

#### Profitable to AGENTS

in Placing Business—  
Earning Commissions.

### Order Your 1953 "Who Writes What?" NOW!

Ready Soon

MAIL THIS  
COUPON  
TODAY!

Send me (subject to 10-day approval)

....cop.... 1953 "Who Writes What?"

Charge Account  Send C.O.D.  Check Attached

Name ..... Title .....

Company .....

Address .....

City ..... Zone ..... State .....

TO THE NATIONAL UNDERWRITER CO. 420 E. 4th St., Cincinnati 2, Ohio

## PROTECTED HOME CIRCLE

SHARON, PA.

FOUNDED IN 1886

A Legal Reserve Fraternal Insurance Society  
JOSEPH SPENCER, President L. D. LININGER, Secretary

SHARON PA.

## Extend Cal. Form Deadline

The California department has extended the deadline from March 21 to Sept. 21 on its ruling granting blanket approval to all life insurance certificates of admitted fraternal insurers.

The approval applies to submitted forms authorized by the department. Negotiations are being continued between the department and National Fraternal Congress concerning certain points in the forms.

## Attend Penn Mutual School

There were 19 agency managers on hand for Penn Mutual's 19th agency building school at Philadelphia. Topics covered through the two-week course included recruiting, training, supervi-

sion and compensation, sales promotion, and a review of home office functions.

## To Honor F. E. Newberry

To recognize Farrar E. Newberry's 43 years of service and a "decade of progress" since he became president, the Woodmen of the World of Omaha field force will hold a membership campaign, March 1 to May 2.

The 63-day drive also will commemorate the society's 63rd year.

Presidents of *Security Mutual Life of Binghamton* Honor Clubs are Ralph Cohen, Boston, both of the Russell and Life clubs, and Carl Payne, Norwich, N. Y., A. & H. club.

## WANT ADS

Rates—\$15 per inch per insertion—1 inch minimum. Limit—40 words per inch. Deadline 5 P. M. Friday in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

THE NATIONAL UNDERWRITER—LIFE EDITION

### SALARIED GROUP POSITION open in JACKSON, MISSISSIPPI

Widely known group insurance company has opportunity for men with record of successful production in group insurance field.

An attractive salary proposition will be made to the right man. Also included is a broad group insurance program and an excellent retirement plan.

Personal interviews will be arranged with the best qualified applicants. Please give full information in your first letter, which will be held confidential.

Write Box R-2

The National Underwriter

175 W. Jackson Blvd., Chicago 4, Ill.

### ACTUARY WANTED

Medium size rapidly growing midwest life, accident & health insurance company has opening in actuarial department for man under age 35 with life insurance experience. Must be either Associate or Fellow of Actuarial Society. Wonderful opportunity for rapid development. Give full particulars. Replies handled confidentially. Address P-71, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

### HOME OFFICE A & H UNDERWRITER

needed by fast growing midwest company writing both life and A & H. Good position with excellent future. Give A & H experience and qualifications in reply. Our employees know of this ad. Address R-6, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

### Ohio - Indiana

An opportunity exists for an aggressive man who is qualified to do agency supervisory work in the states of Ohio and Indiana for a medium size mutual legal reserve life company located in the mid-west. If you have a record of success in recruiting, training and selling and would like an opportunity for advancement, write indicating age, marital status, business and educational background and salary desired. All replies confidential. Address P-98, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

### ACTUARY

An established Midwestern, independent firm of actuaries and pension consultants desires services of associate actuary to augment expanding actuarial staff. We are interested in a qualified actuary presently employed as assistant in a pension consulting firm, insurance company or state insurance department. Previous training or experience in the actuarial consulting field is not required.

This is an exceptional opportunity for professional advancement in a growing firm where talent and ability will receive tangible recognition.

Write fully and in strict confidence as to age, education, experience and indication of salary requirements. Address R-3, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

### GROUP INSURANCE SALESMAN

WE HAVE AN OPENING IN A FAST-GROWING A&H DEPARTMENT OF LARGE MIDWESTERN INS. CO. FOR EXPERIENCED GROUP SALESMAN AGE 25 TO 35. SOME TRAVELING REQUIRED. SALARY COMMENSURATE WITH YOUR ABILITY AND PREVIOUS EXPERIENCE. IF YOU QUALIFY WRITE DETAILED LETTER OF EXPERIENCE, PRESENT OCCUPATION, SALARY REQUIREMENT, AGE, MARITAL STATUS, ETC. REPIES HELD STRICTLY CONFIDENTIAL. WRITE P-97, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

### RIGHT MAN for GROUP SALES

Has a REAL lifetime opportunity NOW with one of America's largest and fastest growing insurance companies. Earnings are commensurate with experience, education, potential and progress; other conditions ideal. Write to us about yourself, your ambitions and your qualifications. Your inquiries will be kept in strictest confidence. Address P-68, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

### EXPERIENCED ADMINISTRATIVE EXECUTIVE

THOROUGHLY FAMILIAR WITH ALL PHASES OF HOME OFFICE PROCEDURE. CONFIDENT HE CAN MEASURE UP TO MOST RIGID INVESTIGATION AS TO ABILITY, EDUCATION, PERSONALITY AND INTEGRITY. COMPENSATION COMMENSURATE WITH PERFORMANCE ULTIMATE AIM. ACCIDENT, HEALTH AND LIFE. Address R-11, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

## Strong Speakers' List Set for Decatur Sales Congress

A star-studded program has been planned for the sales congress sponsored annually by Decatur Assn. of Life Underwriters, to be held this year April 18. Attendance is expected to surpass that of the 1952 congress, which exceeded 1,000.

Speakers are Dale Carnegie, noted author and lecturer; Dr. Kenneth McFarland, educational consultant and lecturer for General Motors, educational director for American Trucking Assns., and guest lecturer for the Readers Digest; John Calfa, who is with Prudential at Chicago, and Kenneth R. Bentley, Northwestern Mutual Life, Danville, Ill.

## Arrange Speakers Program for Northern Ohio Congress

Speakers have been arranged for the northern Ohio sales congress to be held at Cleveland Feb. 19, with Cleveland Assn. of Life Underwriters as sponsor.

Hilbert Rust, president of Insurance R. & R., will talk on "Today's Best Sales Opportunities"; Leon M. Wear, district manager of Prudential at Lima, on "Modern Salesmanship in Life Underwriting"; Rudolph Leitman, New York Life, Detroit, "If It's so - It Ain't Good"; William J. Steen, eastern agency superintendent of Bankers Life of Iowa, "The Value of an Organized Sales Process".

## Philadelphia Congress Card

PHILADELPHIA—Speakers at the annual luncheon and sales congress of the Philadelphia Life Underwriters Assn. Feb. 19 at the Bellyue-Stratford will be Dudley Dowell, vice-president in charge of agency affairs of New York Life, who will talk on how to capitalize on current conditions; W. Eugene Hays, general agent of New England Mutual at Boston, who will talk on "The Romance in Selling Life Insurance"; and W. Walter Smith, agent of Metropolitan Life at Rutherfordton, N. C., whose subject is "Three Essentials of Successful Underwriting."

## Humphries to Cincinnati

N. Roy Humphries has been named acting manager at Cincinnati for Manufacturers Life, succeeding R. M. Lavell who returns to Detroit after having served as acting manager for several months.

Mr. Humphries, with the company for more than 20 years, most recently has been agency assistant at Philadelphia.

## Mutualization Is Advanced

Ohio National Life is acquiring 5,300 additional shares of its stock at this time in furtherance of its gradual mutualization program. This is being retired at \$40 per share. Altogether there has been authorized the acquisition of 27,025 shares.

## Ia. Legislature Appointees

Jacob Van Zwol, agent at Paulina of Northwestern Mutual Life, was named as chairman of the house insurance committee in the Iowa legislature. Elmer K. Bekman, Ottumwa lawyer, is chairman of the senate committee.

Both Iowa Assn. of Life Underwriters and Iowa Assn. of Insurance Agents are sponsoring bills for an agents qualification law.

## OPPORTUNITY IN TEXAS

For young man, under age 40, with at least five years policy issue experience in Life and Accident & Health Insurance, to manage Issue Department of growing medium sized company now writing around \$40,000,000 of civilian business yearly. Write giving qualifications and present salary. All correspondence confidential.

Address R-5, The National Underwriter, 175 West Jackson Blvd., Chicago 4, Illinois

## Eubank Will Appear Before Meeting of N.A.L.U. Trustees to Discuss Broker Issue

NEW YORK—Gerald A. Eubank will appear before the National Assn. of Life Underwriters board of trustees at the midyear meeting at Chicago in April to discuss the question of N.A.L.U.'s attitude toward brokers.

Mr. Eubank, speaking for himself and his partner, H. G. Henderson, who manage a Prudential agency here that gets all its business from brokerage sources, recently wrote President David B. Fluegeman of N.A.L.U., asking him about N.A.L.U.'s attitude on brokerage business and brokers, in view of references to brokers which Mr. Fluegeman made in talks before L.I.A.M.A. and Life Insurance Assn. of America. Mr. Eubank took exception to these as reflecting on brokers who sell life insurance. In a statement to the press, Mr. Fluegeman extended an invitation to Mr. Eubank to appear before the April meeting of the trustees to discuss the matter.

Replying by letter to Mr. Eubank, Mr. Fluegeman said:

"It appears that either one or both of us have been under a misapprehension. In answering your specific ques-

tion. I am glad to state emphatically that (1) N.A.L.U. definitely believes

there is a legitimate place for the broker in our business, and (2) they are

most welcome to membership in our association. Ironically, as a group, they

represent an infinitesimal portion of our total membership so that the shoe

appears to be on the other foot. It is

N.A.L.U. that wonders why they have

not joined long before this, particularly

since they receive the benefit of all of

our activities, including legislative ac-

tion in their behalf, without fulfilling

the obligation of membership in their

trade association. Naturally, there

would be no prejudice toward any

member of our association.

"In order to clarify my position so that there will be no continuance of the unfortunate misunderstanding that seems to exist between us, permit me to state that I have never publicly nor privately objected to general insurance brokers writing life insurance. My criticism was solely on two counts: (1) That there are too many unqualified brokers writing life insurance as a side-line without sufficient knowledge of the business to properly represent their clients, and (2) brokers should not be placed in a position more favorable than that of career underwriters with regard to special commission deals and special considerations in closing of business. I believe that your position on these two matters is in accordance with my own, so there apparently has been much ado about nothing.

"I entreat your continued support of N.A.L.U., and urge you to induce your many broker friends to affiliate themselves with our association to the best interests of all parties concerned."

Mr. Eubank replied in part:

"We are pleased to see that you have acceded to our two basic requests. It is most gratifying to have you 'state emphatically'—to use your own words, that '(1) N.A.L.U. definitely believes there is a legitimate place for the broker in our business, and (2) they are most welcome to membership in our association.'

"Since writing to you we have had many communications on this matter. They have come from agents, general agents and brokers. They have expressed keen interest and the desire to see the content of some of your speeches clarified.

"Thus, while it is pleasing to have your official agreement on the basic issues, this evidence of sentiment from the insurance industry hardly permits the conclusion you seem to have reached that this has been 'much ado about nothing.'

"On the contrary, the whole subject of relations between brokers and agents calls for the fullest discussion. Your reply, while clear enough on the two basic questions raised, still leaves considerable doubt as to your policies as president of the N.A.L.U.

"Even as you entreat support from brokers, your letter reiterates what appears to be an official attitude of criticism and distrust. As an example, we call attention to your criticism on two counts: '(1) that there are too many unqualified brokers writing life insurance as a sideline without sufficient knowledge of the business to properly represent their clients, and (2) brokers should not be placed in a position more favorable than that of career underwriters with respect to commission deals and special considerations in closing of business.'

"Your assumptions in this letter, and in speeches you have made regarding brokers' qualifications and preferential treatment they are alleged to receive, appear debatable to us.

"Consequently, this whole subject, it seems to us, needs the most thorough examination. Therefore, we were glad to have your invitation—as contained in your public statement of Jan. 20—to appear before the April meeting of the board of trustees of N.A.L.U. We accept your invitation and ask that you let us know the place, date and time, at your convenience."

### HANDS A DIRECTOR

## L. F. Gillespie New Franklin Chairman Succeeding Abels

Louis F. Gillespie, prominent Springfield, Ill., attorney, has been elected chairman of Franklin Life. Henry Abels who relinquishes that title, and who next summer will have completed 55 years with Franklin, was elected honorary chairman.

James A. Hands vice-president, has been elected a director.

Mr. Gillespie, senior partner of Gillespie, Burke & Gillespie, has for 13 years been closely



Louis F. Gillespie



James A. Hands

identified with Franklin; for a num-

ber of years as general counsel, and as vice-president since 1948. He has been a director since 1941.

Mr. Hands joined the company in 1944 as manager of agencies for Indiana, Ohio and Michigan. He went to the home office as manager of agencies in 1947, and was elected vice-president in 1950.

## III. Department Advisers Named

Official announcement was made Tuesday by Gov. Stratton of the appointment of an industry advisory committee to the Illinois insurance department. The composition of the committee is the same as that listed in THE NATIONAL UNDERWRITER last week, as it was then rumored, except that Charles H. Tillman of the Chicago metropolitan supervising agency of L. A. Rose-Tillman & Co. went on instead of Charles E. Becker, president of Franklin Life.

H. G. Kemper, president of Lumbermen's Mutual Casualty, is chairman and the other members are Adlai Rust, president of State Farm Life and executive vice-president of State Farm Mutual Automobile; Roy Tuchbreiter, president of Continental Casualty and Continental Assurance and James B. Wescott of the Chicago law firm of Miller, Gorham, Wescott & Adams, who does general counsel work for Blue Cross, Lumbermen's Mutual Casualty and Lansing Warner reciprocals.

The advisory group was named in accordance with 1951 legislation that provided for setting up of advisory and non-executive boards in connection with state code offices. Gov. Stevenson never appointed such a group for the insurance department. Under the law, the boards are to consider the entire field, advise the executive officer upon the latter's request, recommend policy and practices which the executive officer shall duly consider and make recommendations to the governor and legislature, investigate the conduct of the department. The board shall hold meetings not less frequently than quarterly and give the director and the governor permission to be present and to be heard.

The organized property insurance agents in Illinois won recognition on the committee upon their representation that the field force ought to be represented. Also, the Illinois Assn. of Insurance Agents headquarters office gave strong support to Stratton in the campaign.

## Griffiths, Richardson Head American Nat'l Austin Units

American National has established a general agency at Austin in addition to its branch office there. Harry Griffiths has been named general agent and Donald Richardson has been appointed branch manager, succeeding Mr. Griffiths in that position.

Before opening the Austin branch, Mr. Griffiths had service with other companies. He is a past president of Austin Assn. of Life Underwriters and Austin Life Insurance & Trust Council.

Mr. Richardson has served under Mr. Griffiths for 6½ years as an agent. He also is a past president of the Austin association.

## Dallas Tops All Agencies

The Dallas agency of Republic National was the company's biggest producer for 1952. C. E. Shedd is manager.

# LOW COST LEADS!



SERVING LEADING INSURANCE COMPANIES AND AGENCIES COAST TO COAST

Lemarge . . . the finest mechanically equipped mailing service in the Middle West producing all types of jobs at low cost.

Lemarge . . . a battery of modern automatic inserting machines turning out over half a million pieces a day.

Lemarge . . . able to address your envelopes at unusually low cost from telephone books, voters lists and city directories throughout the United States.



Write or phone for details!

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417 S. Jefferson Street  
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## POLICY ANALYST

A large well known industrial company needs a man in their insurance department who can analyze life insurance policies and write reports to top management in non-technical language. This position carries a good salary and has excellent advancement possibilities.

**FERGASON PERSONNEL**  
330 S. Wells St. Chicago 4, Ill.

# ACTUARIES

## CALIFORNIA

COATES, HERFURTH &  
ENGLAND

CONSULTING ACTUARIES

San Francisco      Denver      Los Angeles

## NALU Submits Memorandum on Tax Revision

NEW YORK—The National Assn. of Life Underwriters has submitted a memorandum of suggestions for improvement in the internal revenue laws to the joint committee on internal revenue taxation. These recommendations are:

1. Amendment of section 811 (g) of the internal revenue code to eliminate the so-called "premium payment" test with respect to life insurance proceeds for estate tax purposes.

2. The amendment of section 22 (b) (2) to exempt from income taxation the proceeds of a life insurance policy on the death of the insured where the policy has been transferred for a valuable consideration.

3. The amendment of section 22 (b) (2) to provide for extension of capital gains treatment to certain payments made under annuity contracts purchased by employers for employees under non-trusteed pension plans.

4. Liberalization of the provisions of section 165 (b) extending capital gains treatment to payments made under trusteed pension plans to be consistent with recommendation No. 3.

5. The amendment of section 126 (a) (2) relating to the inclusion in gross income of income in respect of decedents.

A sixth recommendation, dealing with the further amendment of section 22 (b) (2) to provide for a more equitable method of taxing annuity income than the existing "3% rule" will be covered in a separate memorandum to be submitted shortly.

## Ind. Group Bill Snagged

What had been the smooth progress of the new Indiana group life bill through the house and into the senate was disrupted last week when union interests registered a protest over the fact that the bill would ban dependents' coverage and set about to seek amendment to add such benefits. At mid-week, the bill was still in senate committee.

In view of the snag on the group life bill, the companion group A. & H. bill, which includes the uniform provisions, has been cut loose from the "package" and sent ahead on its own.

## Cashier 45 Years Honored

Seattle Life Managers Assn. honored Harry E. Gladfelter, on his 45th anniversary as cashier at Seattle for Equitable Life of Iowa. C. C. Magoon, president, Seattle Life Insurance Cashier's Assn., and Hugh S. Bell, general agent at Seattle for Equitable, spoke.

## Hancock Trophy Winners

Top John Hancock Mutual Life general agency in total ordinary volume last year was that headed by Edwin R. Erickson at Buffalo. This made the third successive year that the Buffalo agency has been the leader. The Boston agency, headed by General Agents Frank T. Bobst and Robert B. Pitcher, stood second.

Liborio Vega, Yorkville, N. Y., was the leading district agent and Samuel F. Ardolino, New Haven, Conn., the leading assistant district manager. The President's Trophy, for "general excellence," will again be awarded to the Cleveland Central district, headed by Herbert H. Ross. The Pioneer Trophy, for outstanding achievement in

the development of new territory, will go to District Manager Edmond N. Coffey's San Antonio office. The Yorkville district, headed by Louis Katz, has won the Vice-president's Trophy, for outstanding group production.

## General Agents Named By Guarantee Mutual

Five general agents have been appointed by Guarantee Mutual Life. They are: John R. Beville, named at Amarillo, Tex.; Martin D. Schwegel, Gary, Ind.; Henry K. Parnes, St. Paul, Minn.; Robert J. Rothaus, Greeley, Col., and Mitchell C. Brantley, Oklahoma City.

Mr. Beville, who succeeds the late J. W. Timmons, is a veteran of the last war. Mr. Parnes went to Guarantee Mutual from the Minneapolis Chamber of Commerce. Mr. Rothaus, with the company since 1946 as an agent, also is a veteran. Messrs. Brantley and Schwegel have had previous insurance experience.

## Cognize Oshin Record

Clarence Oshin was honored by Home Life of New York at a dinner for his agency held in recognition of

"his leadership in achieving the outstanding agency building record of the past 10 years." Mr. Oshin's New York City agency has led the company in production for five of the past six years.

President William J. Cameron, serving as master of ceremonies, paid

tribute to Mr. Oshin and presented him an engraved scroll and a 10-year pin for efficient and loyal service.

William P. Worthington, executive vice-president, reviewed the agency's record and noted that since Mr. Oshin assumed sole management of the agency seven years ago, seven assistant managers have been developed.

Tribute also was paid Mr. Oshin by John H. Evans, New York City manager who introduced him to the company.

## ALC History Completed; Available This Summer

Five years in the making, "The American Life Convention; A Study of Life Insurance" has now been completed by Dr. R. Carlyle Buley, Pulitzer Prize winner in history and professor of history at Indiana University. The two-volume book will be available to the public late in the summer of 1953 and will be published by Appleton-Century-Crofts.

In his half a decade of research Dr. Buley worked in cooperation with past presidents of the convention and the history committee. He and his staff also spent considerable time going through the files of THE NATIONAL UNDERWRITER—which go back over half a century—and other insurance trade publications.

## 1,000 Weeks for D. E. McTigue

One thousand straight weeks of continuous production have been rolled up by D. E. McTigue, Northwestern Mutual Life, Fort Dodge, Ia., one of "Five McTiges" who have, collectively, 69 years of service with the company.

His brother, Francis B., and nephew, Joseph D., are agents at Fort Dodge.

Another nephew, J. Gerald, is an agent at Pocahontas, Ia., and a third nephew, Robert J., is assistant director of agencies at the home office.

## Penn Mutual's Baltimore Agency Marks 100th Year

Penn Mutual's Addison agency celebrated its 100th birthday with F. Bowie Addison, general agent in Baltimore since 1922, presiding at a luncheon, assisted by Associate General Agent John C. Donohue and Assistant Vice-president Urban F. Quirk. Gov. McKeldin, Baltimore Mayor D'Alessandro and business and civic leaders sent congratulations.

Harry G. Calvert, senior underwriter, was honored as the agency's "Man of the Year".

## Boston, N. Y. Leading Agencies

The Boston agency of Mutual Life of New York led the company's 99 agencies in volume of insurance sold during January. The agency is managed by Leland T. Waggoner. The New York agency, managed by Albert Trussell, was first in policies sold.

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is Watermarked

**Fox River**

COTTON-FIBER PAPER  
FOR THE  
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"Say it" on Fox River cotton-fiber paper, and it will always be there! Cotton-fiber assures permanence for policies, special settlements, office forms, all vital correspondence. Hardest paper handling hardly shows. Stays white for years . . . has that currency feel that makes an impression of stability. Ask your printer for bond, onion skin, or ledger samples . . . or write FOX RIVER PAPER CORP., Appleton, Wisconsin. Makers of fine papers since 1883.

## Eligible For Life Insurance Company Investment Under the Laws of the State of Texas

**BROADWAY PLAN BONDS**

SAFE  
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SEPARABLE

16 YEARS EXPERIENCE  
OVER 300 CHURCHES  
NEVER A DEFAULT

HELP BUILD Church NOW!  
BROADWAY BONDS  
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## Waring's Appointment Completes N. Y. Life's New Regional Group

NEW YORK—New York Life has appointed Stewart Waring, Jr., as regional group manager of the newly designated North Atlantic Region.

The area has been handled from the home office since Robert E. Purdy was transferred to the home office as manager of group sales a year ago.

The group regions were recently realigned to conform more closely with new divisions in the ordinary department territories.

Affected by the change in the realignment of territories are Regional Managers William L. Fehon, Jr., southern region; Erwin C. Jones, midwest region, and William F. L'Heureux, far west region. No change was made in the Canadian region under the direction of William R. Livingston with headquarters at Toronto.

Mr. Waring has been with New York Life since 1951 and formerly was supervisor of group sales at the home office. Previously he had been with the Johnson & Higgins brokerage firm at New York City in its employee benefit department. He started in group insurance at Hartford with Aetna Life in 1937. Later he was transferred to Concord in charge of group activities in New Hampshire and Vermont. After the war he returned to the group business in Aetna's Philadelphia office.

### Speakers for Sales Meet

Speakers slated for the Ontario Sales Congress March 20 are, together with their topics: John O. Todd, Northwestern Mutual, Chicago, selling on a program basis; Isaac S. Kibrick, New York Life, Boston, "Business Life Insurance—Why Does Business Buy It on Its Men?"; Joseph S. Desmon, John Hancock, Buffalo, "Ideas Sell Life Insurance"; and Jack Longman, Prudential of England, Windsor, Ont., "You are at the Controls."

### Knutson Is A&H. Leader

The Earl J. Knutson agency, Portland, Ore., led all Guarantee Mutual Life agencies in A. & H. sales for 1952, winning the President's Cup for disability sales. Helmer T. Tinseth of the agency was first among all company agents for that class of business.

The company's 1952 A. & H. sales rose 60%.

### Gagne Wins Tory Award

J. Benoit Gagne, Prudential, Victoriaville and Arthabaska, Can., is the first winner of the John A. Tory gold medal.

Henceforth to be an annual award, it was instituted in 1952 by James M. Tory, manager of one of the Toronto branches of Sun Life, as a memorial

to his father, the late John A. Tory, prominent in life insurance circles and one of the founders of Life Underwriters Assn. of Canada in 1906.

The medal is for outstanding success in examinations leading to the C.L.U. designation, as well as in practical application.

### Hancock Ads Do Well

Editor & Publisher, in reporting on the progress of the John Hancock newspaper advertising campaign pointing up the underinsurance problem, quotes Hancock's assistant advertising manager, Leavitt Howard, as saying that the drive has proved a real success.

The advertising, limited to 10 fairly small cities besides Cleveland, may be extended, Mr. Howard said, citing increased sales in cities which have been reached by the campaign. The present program will end in March.

### Maps Kentucky Convention

Plans for the Kentucky Life Underwriters Assn. convention, to be held May 28 and 29 in Louisville, were outlined at a meeting of the association by Convention Chairman Harry Lee Hamilton, agency manager at Louisville for Home Life of New York. Panel topics will include A. & H. trends.

### Add Chicago Forum Speaker

Guy E. Reed, executive vice-president of Harris Trust & Savings Bank, Chicago, has been added as a speaker for the Saturday morning sales forums for the sponsored Feb. 21 and 28 by Chicago Assn. of Life Underwriters.

Mr. Reed will pair with Daniel M. Schuyler, Schuyler, Richert & Stough, Feb. 28, with the Feb. 21 speakers being H. Ferris White, Jr., Booz, Allen & Hamilton, and Paul A. Dice, Northern Trust Co.

### American H. & L. Leaders

William R. Boon of American H. & L. at Midland, Tex., has been designated company Man of the Year. The company has also recognized Jack Garrow, associate manager at Dallas, as Top Manager of the Year.

### Kan. Meet Set for May 8-9

The annual meeting and sales congress of Kansas Assn. of Life Underwriters will be held May 8-9 at Hutchinson. John Rickard, Northwestern National, Hutchinson, is in charge of the program.

Additional office space has been taken by the Milwaukee ordinary agency of Prudential. William A. Kleinschmidt, office supervisor, has been appointed to the new post of agency assistant. Agency sales for 1952 were 41% greater than in the previous year.

## Show 1952 Life Insurance Results

|                         | New Bus.<br>1952         | New Bus.<br>1951 | 1952 Inc.<br>In Force | 1951 Inc.<br>In Force |
|-------------------------|--------------------------|------------------|-----------------------|-----------------------|
| Colonial Life           | 42,510,344               | 39,545,514       | 24,480,377            | 23,862,370            |
| Excelsior Life          | 44,159,268               | 41,244,273       | 24,529,088            | 24,098,401            |
| Farm Bureau Life        | 132,101,361              | 129,617,872      | 96,085,689            | 95,014,273            |
| Franklin Life           | 317,787,794              | 291,492,542      | 217,253,101           | 205,352,982           |
| Home Life               | 159,989,270              | 129,287,847      | 109,928,678           | 83,114,196            |
| Jefferson Standard Life | 153,102,376              | 127,150,721      | 97,780,095            | 71,413,664            |
| London Life             | 339,175,673              | 312,125,846      | 273,141,943           | 230,375,192           |
| Life & Casualty, Tenn.  | 185,088,759              | 136,236,818      | 87,775,417            | 62,446,701            |
| Monumental Life         | 86,828,583               | 81,194,763       | 42,368,078            | 37,658,582            |
| Mutual Benefit          | 277,932,830              | 281,190,314      | 149,635,440           | 142,059,470           |
| Northwestern Nat'l.     | 109,077,070              | 102,492,989      | 38,103,849            | 69,892,339            |
| North American Life     | 107,981,053 <sup>1</sup> | 103,693,422      | 66,080,804            | 69,062,701            |
| Philadelphia Life       | 40,440,898               | 34,434,347       | 24,752,248            | 21,782,095            |
| State Mutual Life       | 198,773,740              | 158,794,606      | 148,300,838           | 110,499,357           |
| Security Mutual         | 53,131,746               | 48,980,200       | 38,254,497            | 30,924,105            |

<sup>1</sup> New business figures include \$17,402,297 of revivals and increases for 1952 and \$14,567,891 for 1951.



Architect's perspective of the proposed north central home office of Prudential to be located on the western outskirts of Minneapolis. The company will utilize all of the building's 280,000 square feet of floor space. The structure will consist of three sections, a central tower being approximately 10 stories high.

The building, to be completely air-conditioned, will contain escalators, elevators, an auditorium, recreation lounge, cafeteria and many other conveniences. It will be of fireproof construction and will occupy nearly two acres of a 33-acre site. There will be parking facilities for about 400 cars.

It will be several months before many specific details of the structure are planned.

### Asks Life Business to Aid Schools in Producing Agent

If the life business will decide upon the calibre of academic training necessary to produce a successful career agent, American colleges will try to devise that program.

Lawrence Lockley of University of California at Los Angeles, made this assertion in a discussion with George Robbins, also of U.C.L.A., on the contribution of business administration schools to life insurance at a meeting of Los Angeles General Agents & Managers Assn.

Mr. Lockley also urged the business to encourage the student who has completed his two years "apprenticeship" in a life insurance course. He declared that the first two years in the course will either "make an insurance man out of the student, or drive him away."

### New East Texas Association

East Texas Managers & General Agents Assn. has been organized at Tyler. Officers are Jack Vance, Southland Life, president; R. B. Franklin, National Life & Accident, vice-president, and J. S. Breed, Great National Life, secretary-treasurer.

### Lead Shenandoah Managers

C. G. Beddingfield, manager at Columbia, S. C., for Shenandoah Life, has been named company "Manager of the Year" for 1952. Mr. Beddingfield's agency had a 40% increase in paid business.

George W. Carr, Bristol, Va., has been named "District Office Manager of the Year."

### Hunter & Hunter Places High

The Hunter & Hunter general agency for Kansas City Life at San Francisco received the company's Agency Building award for 1952 for production that exceeded \$16,500,000, and agency leadership in recruiting, supervision, training and community service.

President Bixby made the presentation to Ernest Halverson, manager for the agency at Salt Lake City. The agency covers Utah, Nevada, southern Idaho, and northern California.

### K. W. Wood Elected a Director

Kemp W. Wood, vice-president in charge of A.&H. of National Fidelity Life, has been elected a director.

James W. Griswold, treasurer of Phillips Exeter Academy, has been elected a director of United L. & A.

### Baker Pru Ordinary Ace, Other Leaders Are Listed

Prudential's Kansas City agency, managed by Glen S. Baker, led the company's agencies in 1952 in ordinary sales with a net paid-for volume of \$13,181,000. The Philadelphia agency, under Ralph H. Rice, Jr., was second, followed by the Jack White agency at Los Angeles.



Glen S. Baker

When Mr. Baker took over as manager in 1940, the agency's ordinary production was \$2,300,000. Since then its sales have climbed steadily and it has received a "President's Citation" each year since 1947. Mr. Baker went with Prudential in 1937 as an assistant manager at St. Louis.

Prudential's Downtown (New York) Agency, under the co-management of Gerald A. Eubank and Hiram G. Henderson, ranked first in combined ordinary and group life sales, which aggregated \$62,887,000. The former accounted for \$9,214,000 of the total and the latter, \$53,673,000.

### Boost Ohio State Stock Dividend

Ohio State Life has increased its quarterly stock dividend from 20 to 25 cents, resulting in what will be an annual payment of \$1 a share.

### Berkshire General Agents Meet

With 38 general agents and supervisors on hand, Berkshire Life held its general agents' conference at the home office.

The General Agents Assn. elected Frank Chandler, Baltimore, president; James E. Bettis, Indianapolis, vice-president; Jay B. O'Brien, Albany, secretary.

W. Stancliff Fuller, who retired in 1946 as manager in Chicago for Prudential, died at St. Petersburg, Fla. A 30-year veteran with the company, Mr. Fuller started as an agent at Chicago and later served as manager at Cincinnati and at Davenport before returning to Chicago in that capacity. A son, Brooks Fuller, is a Northwestern Mutual Life agent at Chicago.

Joseph Trachtman, New York, attorney and authority on fiduciary law and taxation and author of "Estate Planning", addressed the Nashville Life Underwriters Trust Council.

## Chicago Insurance Phone Directory Now Available

The 1953 Chicago Insurance Telephone Directory published by the National Underwriter Co. is now available at A-1645 Insurance Exchange building. The price is \$1.

The book has three divisions, one listing agencies, companies and executives in the Insurance Exchange, another giving the same information for outside offices, plus a classified section listing organizations which serve the insurance business.

The book has been completely revised, all telephone numbers and addresses being brought up to date.

## Kiesling's Volume Is Best

Leonard C. Kiesling, Wilmington, Del., led all agents of Continental



L. C. Kiesling

American Life in 1952 sales volume.

Mr. Kiesling has been a company agent since returning from navy service in 1945, and before that was agency assistant in the home office. He is past president of both Delaware Life Underwriters Ass'n. and Delaware Life

Insurance & Trust Council.

## A L C Seminar Dates Set

This year's American Life Convention Life officers investment seminar will be held June 14-26, Beloit College, Beloit, Wis., where it has been held successively since 1949. It is sponsored by the A. L. C. through its financial section, in affiliation with University of Chicago's school of business and is limited to 100 attendants, officers of Convention member companies only. Registrations may be split between two members of one company. Acceptances have already been obtained from a number of outstanding financial authorities to lecture on various subjects.

## Texas CLUs Hear Banker

Trusts and gifts were the topic of Charles W. Hamilton, vice-president and trust officer of National Bank of Commerce, Houston, at the San Antonio C. L. U. chapter meeting.

Mr. Hamilton said that if it were not for federal tax consequences, no estate of importance set up as a trust would be a serious problem for a trust officer, and he declared that through gifts there may be a heavy tax savings.

In detailing the double topic he called attention to gifts both present and future and how they related to taxes and gave the advantages and disadvantages of revocable and irrevocable trusts.

## Buckman Leads Old Line

H. R. Buckman, Milwaukee, led the sales force of Old Line Life in 1952 for the 13th straight year in paid volume, premiums and number of lives insured with sales well over \$1 million.

At a dinner honoring the Buckman agency, the company presented Mr. Buckman with the annual Victory trophy, the third for his agency.

## Liberalizes Non-Medical Limits

Provident Life of North Dakota has increased its non-medical limits as

follows: ages 0-9, \$5,000; ages 10-35, \$10,000; ages, 36-40, \$7,500.

## Seek Prompt Action on Model Group Bill

(CONTINUED FROM PAGE 1)

down to a straight \$20,000 limit.

A big reason for seeking prompt action on the model bill is the growing feeling that if the states generally don't adopt some reasonable middle ground for group amount limits, such as the model bill is believed to represent, there is danger that so many cases with large per-life amounts will be in force that it will be impossible to lock the door. This would aggravate the danger of action by the federal government, either through a change in the present favorable tax status of group insurance or through an out-and-out limitation.

The general view is that this risk is very substantial, besides which there is recognized the effect that large group limits have on the agency force. As a practical matter, the amount of business from \$100,000 per life coverage on highly paid executives is so small that it is of no importance at all compared with the tax risk and the possible harm to agency forces that are implicit in high group life limits.

## Rutherford, Beal, Campbell Win Pru Area Positions

(CONTINUED FROM PAGE 4)

the comptroller's department at Newark.

West Virginia and Ohio will be added to eight previously announced states to be served by the Jacksonville home office. Michigan will now join six other states originally planned to be administered from Minneapolis.

In addition to his present duties, H. W. Tatlock, 2nd vice-president and treasurer will supervise the company's home offices coordination department. Ardel T. Everett, 2nd vice-president, will supervise the public relations and advertising department in addition to his present duties as head of the A. & H. department.

## Appeal to Austin Managers

Norwood King of Great National Life, membership chairman of Austin (Tex.) managers, urged the managers to encourage members of their agencies to join Austin Assn. of Life Underwriters.

His appeal came as a tie-in with the association's membership drive which aims for a membership roster exceeding 200.

Other speakers at the managers' gathering were Frank Moore of Southwestern Life and R. N. Lewis, Great National Life.

## Heads New Toledo Agency

William J. Christman has been named manager of Provident Mutual's new agency at Toledo. A veteran of the last war, he has had previous insurance experience as a district manager.

The McNamara agency of Old Line Life at Waukesha, Wis., ranks first in A. & H. and hospital business and second in life production, it was informed at its annual award dinner and sales conference.

## U. S. Chamber to Conduct OASI Parley in Chicago

(CONTINUED FROM PAGE 1)

Corp.; banks and depositories insurance, and loans and mortgage insurance.

NSLI and FCIC were cited in the report as examples of partially-subsidized government programs.

NSLI cost the government \$5.6 billion from 1940 to 1950, administrative expenses alone during that period being \$1 billion. Other NSLI cost items chargeable to general tax funds include payments for excess mortality due to extra hazards of war, \$4 billion from start of the program through 1949; waiver of premiums for total disability cost \$62½ million through 1950; added cost to government from use of the outmoded American experience mortality table for calculating annuities on policies maturing from causes traceable to extra war hazards, \$500 million to 1948; interest paid by government on NSLI trust fund.

After referring to the substitution of servicemen's indemnity for NSLI, in general, the chamber pointed out that NSLI, on a term basis, is now available to veterans who apply within 120 days after discharge. The statement added:

"Here is a complete change of purpose from that of serving the armed forces personnel to that of providing life insurance to veterans who have kept in force their NSLI policies, or who have applied within the period stated."

Laurence F. Lee, president of U. S. Chamber, and president of Peninsular Life and Occidental Life of Raleigh has invited 33 state chambers to be co-sponsors of the Chicago conference.

Mr. Lee said that "a basic change of such far-reaching nature" as involved in the chamber's new social security policy, "requires intensive grass roots support for its enactment into law."

Mr. Lee added that "such support can come only from a thorough understanding of the issues involved and a dynamic educational campaign to spur action at the local level."

That is the purpose of the conference. The chamber stated that authorities on each phase of social security and social legislation fields will be on hand at the conference to explain the issues to the business leaders from the several states.

In view of President Eisenhower's statements to Congress regarding social security and its extension to millions more workers, Mr. Lee said the Chicago conference program "would be most timely."

## M. E. Mitchell Still on Job

The headline in a recent issue over the article reporting the return of Maurice E. Mitchell to his general agency duties at Dayton, O., for Occidental Life of California, following service with the air force, erroneously stated that he had "resigned" his company post.

As written, the headline stated Mr. Mitchell "resumed" his Dayton position, but a subsequent typographical error went undetected.

## Commonwealth Stock at New High

Bankers Bond Co. of Louisville made the top bid—\$62.27 a share—for the 627 shares of Commonwealth Life stock offered for sale by the trust department of Citizens-Fidelity Bank & Trust Co.

The price represents a new high for the shares. Recent over-the-counter market bids for the stock have been

\$58 and some sales were made at \$61 to \$62.

## Baum Gives Formula For Maintaining Standard

Fitting the proper policy to the prospect and maintaining service to the new policyholder is the formula used by J. J. Baum, general agent, Protective Life, who has been an App-A-Week club member for 16 years.

Mr. Baum's idea of proper service goes to the extent of paying the premium for a policyholder, who happens to be temporarily out of town or cannot be reached.

These, Mr. Baum says, are the elements in his selling technique: "Exposing myself to the public, rendering service to my clients, building prestige for myself and company, (and) determination and work."

He is a past-president of Alabama Life Underwriters Assn.

## Reports Show More Big Strides by Companies in '52

(CONTINUED FROM PAGE 2)

of John Hancock crossed the \$1½ million mark and net investment income for the first time exceeded \$100 million, according to President Paul F. Clark. Insurance in force exceeded \$13 billion. New paid for insurance totalled nearly \$1½ billion, including ordinary of \$940 million and industrial of \$334 million, both of which are record amounts.

Assets increased 9.27% to total more than \$3½ billion. Common stock investments of more than \$100 million comprised 3% compared with less than 1% four years ago and mortgage loans advanced from 9% to 18% in the same period. More than half of the new investment in bonds was in industrials and nearly one-third in public utilities. Policy loans were only 2.7% of total assets, lowest ever. Rate of interest earned on total invested funds was 3.55% as compared with 3.47%. New investments totaled \$520 million at an average gross yield of 3.77%, as against 3.58%.

Obligations and contingency reserves stood at \$3,285,683,357 and general surplus was \$254,862,238. Dividend distribution established for 1953 exceeds \$48,500,000 as compared with nearly \$46 million.

Payments to policyholders and beneficiaries totalled \$253 million.

## PROVIDENT MUTUAL LIFE

Provident Mutual Life's total life insurance in force rose to a new high in 1952, exceeding \$1½ billion, Chairman M. Albert Linton and President Thomas A. Bradshaw report. New sales amounted to \$128,405,000, a 13% increase and the largest yearly production ever.

Net return on new investments of \$86,762,000 before federal income taxes, is estimated to be 3.76%, compared with 3.51%. Net rate of return on total invested assets, \$686,527,000, before federal income tax, was 3.32% as against 3.20%.

Amounts paid or credited to living policy owners totaled \$24,450,000 while \$13,439,000 was paid or credited to beneficiaries of deceased policyholders. The average amount of insurance per new policy was \$8,026.

Provident Mutual soon will enter the A. & H. field, issuing non-cancellable, guaranteed renewable, and participating type policies.

in the "NON-CAN" field . . .

*Paul Revere*

IS A  
**NATIONAL  
LEADER**

As a leader in the non-cancellable disability field, The Paul Revere Life Insurance Company is one of the largest and most experienced writers. The tremendous new interest in this type of income replacement has focused the attention of progressive underwriters on our formidable position in a specialized field.

Paul Revere representatives are active in the 48 states, the District of Columbia, Hawaii and Canada . . . including some 64 general agents who were promoted to their present responsibility from the Company's sales ranks.

No one realizes more than they—the men and women of our field force—that the real test of the value of accident and sickness protection comes at claim time. The right kind of claim service is all-important . . . to the policyholder . . . to those who stake their reputation in selling the case.

We invite comparisons of benefits . . . of premiums . . . of service. But we especially welcome your attention to the manner in which we treat the policyholder. For it is our deep conviction that therein lies the basis of lasting individual sales success.

**THE PAUL REVERE LIFE INSURANCE COMPANY**

NON-CANCELABLE ACCIDENT and SICKNESS • LIFE • GROUP

WORCESTER • MASS.

# 43<sup>rd</sup>

## ANNUAL FINANCIAL STATEMENT

for the year ended December 31, 1952

### A S S E T S

### L I A B I L I T I E S

|   | Per Cent of Total |       |               |
|---|-------------------|-------|---------------|
|   | 1951              | 1952  |               |
| CASH.....   | 1.3               | 1.0   | \$ 1,255,479  |
| BONDS:  |                   |       |               |
| U. S. Government .....                                      | 11.9              | 10.2  | 12,955,853    |
| State, County and Municipal .....                           | 12.0              | 12.0  | 15,233,655    |
| Canadian Government and Provincial .....                    | 2.3               | 2.0   | 2,512,542     |
| Public Utility .....  | 17.9              | 19.5  | 24,935,648    |
| Railroad .....  | 1.7               | 2.1   | 2,703,419     |
| Railroad Equipment Certificates .....                       | 2.7               | 3.1   | 4,003,896     |
| Industrial .....  | .9                | 2.2   | 2,761,038     |
| TOTAL BONDS .....   | 49.4              | 51.1  | 65,106,051    |
| PREFERRED AND GUARANTEED STOCKS .....                       | .1                | .2    | 210,263       |
| MORTGAGE LOANS:   |                   |       |               |
| Guaranteed by U. S. Agencies .....                          | 13.2              | 11.6  | 14,830,769    |
| Other First Mortgage Loans, City .....                      | 18.0              | 19.8  | 25,230,044    |
| Other First Mortgage Loans, Farm .....                      | 8.6               | 7.1   | 9,025,432     |
| TOTAL MORTGAGE LOANS .....                                  | 39.8              | 38.5  | 49,086,245    |
| POLICY LOANS AND LIENS.....                                 | 5.6               | 5.4   | 6,873,568     |
| REAL ESTATE:  |                   |       |               |
| Home Office Properties .....                                | .9                | .9    | 1,101,390     |
| Investment Real Estate .....                                | .4                | .4    | 530,477       |
| Foreclosed (including \$55,645 sold on contract) .....      | .1                | .1    | 130,975       |
| TOTAL REAL ESTATE .....                                     | 1.4               | 1.4   | 1,762,842     |
| DUE AND ACCRUED INTEREST.....                               | .6                | .6    | 733,455       |
| DUE AND DEFERRED PREMIUMS, ETC.....                         | 1.6               | 1.6   | 2,034,416     |
| CAPITAL STOCK DEPOSITED WITH<br>MUTUALIZATION TRUSTEES..... | .2                | .2    | 267,990       |
| TOTAL ASSETS .....  | 100.0             | 100.0 | \$127,330,309 |

|   |               |
|---|---------------|
| POLICY RESERVE REQUIRED BY LAW .....                            | \$104,458,491 |
| POLICY FUNDS LEFT WITH THE COMPANY .....                        | 9,878,142     |
| POLICY CLAIMS AWAITING FINAL PAPERS .....                       | 388,872       |
| RESERVE FOR TAXES .....   | 526,136       |
| INTEREST PAID IN ADVANCE .....                                  | 133,426       |
| DEPOSITS FOR PAYMENT OF FUTURE PREMIUMS .....                   | 2,054,770     |
| DIVIDENDS TO POLICYOWNERS PAYABLE TO<br>DECEMBER 31, 1953 ..... | 1,125,903     |
| SECURITY VALUATION RESERVE .....                                | 478,583       |
| OTHER LIABILITIES .....   | 1,399,244     |
| TOTAL LIABILITIES .....   | \$120,443,567 |
| EXCESS PROTECTION FOR POLICYOWNERS:                             |               |
| CAPITAL .....   | \$ 828,580    |
| SURPLUS .....   | 6,058,162     |
| TOTAL CAPITAL AND SURPLUS .....                                 | 6,886,742     |
| TOTAL .....   | \$127,330,309 |

Over  $\frac{1}{2}$  Billion  
Insurance in Force!

# THE OHIO NATIONAL LIFE INSURANCE COMPANY

### 1952 HIGHLIGHTS

|                                |               |
|--------------------------------|---------------|
| New Business .....             | \$ 88,339,595 |
| Total Insurance in Force ..... | \$559,789,646 |
| Gain in Total Insurance .....  | \$ 54,213,620 |

2400 READING ROAD  
CINCINNATI

JOHN H. EVANS,  
President